



SECURING A STRONGER FUTURE FOR WINCHESTER

Business Plan for a Fourth Term of the Winchester
Business Improvement District (BID)

2023–2028



THE PURPOSE OF BIDS

Business Improvement Districts (BIDs) are business-led and business-funded organisations which are formed to improve the commercial wellbeing of a specified geographical area. The projects carried out by a BID must be beyond the statutory responsibilities of the local authorities and the police.

BIDs are legally established, having been voted for via a ballot by the majority of businesses within a defined area. BIDs operate on a five-year term basis and thus, after this cycle, a new vote is required.

Winchester was one of the first BIDs established in the South of England and has operated three consecutive terms. This business plan sets out the priorities to establish Winchester BID for its fourth term, to operate from 1 April 2023 to 31 March 2028.

INTRODUCTION

Welcome. Over the past 15 years Winchester BID has been hugely successful in concentrating the voice of Winchester businesses to create a more vibrant, more resilient city centre. Now it is time to renew that mandate to drive the interests of the city's business community forward over the next five years.

The BID has evolved since it was first established in 2008, as has our understanding of the importance of city centres to individuals and communities. By working together, we can help ensure Winchester continues to be a great place to do business, and ensure our city centre remains relevant, thriving, resilient and sustainable.

Over three consecutive terms of five years, the BID has enabled over £7 million to be invested in projects and services to improve the city as a business location, plus over £750,000 more in grants, sponsorship and project generated income.

Winchester is a fantastic city, topping many polls as one of the best places to live, work and visit in the UK, but it has its challenges. The BID is recognised by local and national government as a major stakeholder representing the business community. By collaborating and raising the voice of local businesses we can influence the agenda and how Winchester responds to key issues such as regeneration, transport and movement, climate emergency, and post-pandemic economic recovery.

The past few years have been difficult for all businesses, but the BID's activities and your determination has proved the resilience of our city, and there are exciting times ahead. In the UK and Ireland there are now more than 330 BIDs representing local business communities working together, some of which have come to the Winchester BID team for advice and guidance, proof that other locations aspire to be as successful as Winchester.

Let's continue working together to achieve more and vote yes in the Winchester BID ballot.



Huw Miles
LLP Managing Partner
Paris Smith Solicitors
Chair of Winchester BID

MEET THE TEAM

The professional and passionate team have a wealth of expertise to develop and deliver the projects and services that you, our BID members, want to see implemented to help make Winchester a better place to do business. This is your team, responsible for the day-to-day management and delivery of the BID.



Paul Spencer
Executive Director



Chris Turner
Business Development Director and Company Secretary



Sarah Davis
Business Improvement District Manager



Jane Bastock
Business Crime Reduction Manager



Thania Miah
Marketing and Communications Coordinator

OUR VISION

TO SECURE A STRONGER FUTURE FOR WINCHESTER

OUR VALUES

COLLABORATIVE

Responsive to your ideas and needs.

KNOWLEDGEABLE

Being connected to make informed decisions.

CHANGE MAKING

Building partnerships to bring about positive and sustainable change.

TRANSPARENT

Inclusive, open and honest.



MEET THE BOARD

An independent Board of up to 16 Directors oversee the delivery of the city centre strategy and the funds allocated. The Board provide a range of skills and represent a variety of sectors, including property, legal, retail, hospitality and leisure.

There is a rotation policy to enable new BID members to stand for election to join the Board at the Annual General Meeting.

This is your Board, your colleagues, your peers. Above all, they are people who love Winchester and want its business community to thrive just as much as you do. It is a cliché, but that does not make it less true – we are all in this together.



Naomi Beamish
Forte Kitchen and The Hatch



Chris Bickle
Savills



Cat Brandwood
Toscanaccio



Salar Brock
Rick Stein



Harriet France
Jeremy France Jewellers



Sarah Greer
University of Winchester



Phillip Holroyd-Smith
Winchester College



Huw Miles (Chair)
Paris Smith Solicitors



Elliot Nichols
Hampshire Hospitals NHS Foundation Trust



Debbie Pinder
Winchester School of Art



Gary Sayles
Winchester Cathedral



Paul Spencer
Winchester BID



Cllr Lucille Thompson
Winchester City Council



Zulfiya Truscott
Hampshire Chamber of Commerce



Jon Turton
Hampshire Constabulary



Cllr Jan Warwick
Hampshire County Council

ACHIEVEMENTS OVER THE PAST 15 YEARS

The first, second and third business plans for Winchester BID have driven our agenda since 2008. BID members were consulted on, and voted for, the delivery of a number of projects and services. Here are a few highlights.



POSITIONING AND PROMOTING WINCHESTER

59

Businesses were involved in the Winchester Fashion Week 2022 programme with 43 events over 6 days including masterclasses, showcases, exhibitions, workshops, shopping events and the Grand Finale Catwalk Show.



The BID has utilised print, radio, outdoor, social media and digital platforms to advertise Winchester and promote BID members. Across its social media platforms, the BID has **17,672** followers and we share content from BID members daily with our audiences.



The Winchester Business Excellence Awards provide an opportunity for businesses to promote major achievements and celebrate success, and 2022 marked the 20th anniversary year of the awards.



In 2022 the BID distributed **50,000** copies of the Winchester Independents Pocket Map, which is also available online, promoting independent businesses in the city centre.

The Winchester Christmas Lights Switch On 2021 event attracted

10,000 people to the city centre.



The BID chairs the Festivals in Winchester Group and in 2022 there were over **40 FESTIVALS** taking place in the city.



City centre trails continue to be popular and are a great way of moving footfall around Winchester. The Bunny Hop Easter Trail 2022 had **260** participating BID members and **549** small groups and families taking part.

The Winchester Business Crime Reduction Partnership brings together businesses, the police and the Winchester Community Safety Partnership, and has a National Standards accreditation which recognises good practice and professionalism.

In 2021 the Winchester Street Pastors celebrated their 10th anniversary year working with the BID, the local authority and the police to help make the city safer at night.



The Spare Change for Lasting Change giving scheme has raised **£36,570** for homelessness charities The Winchester Beacon and Trinity Winchester.

MANAGING AND ENHANCING THE CITYSCAPE

193 BID MEMBERS HAVE JOINED SHOPWATCH AND PUBWATCH.



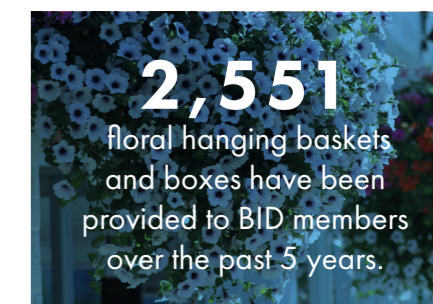
The BID Rangers scheme was launched in 2018 to help reduce business crime and provide additional security in the city centre. Since then, the BID Rangers have helped to recover over **£50,920** worth of goods from offenders stealing from local businesses.



In 2022 as part of the BID's additional street cleaning programme **10,000m²** of pavements in the BID area were cleared of grime and chewing gum, and over **800** graffiti tags were removed.



The BID is part of the Sustainable Business Network steering committee and has helped to deliver 25 events over the past 5 years on a range of topics to help businesses reduce their carbon footprint.



2,551 floral hanging baskets and boxes have been provided to BID members over the past 5 years.



In 2018 the BID launched a new and expanded Savings and Advisory Service to help BID members to save money in their business.

The BID has provided support for businesses in times of need, including offering snow clearing in winter, flood support, assistance during power loss and road works disruption, and a business support service during the COVID-19 pandemic.

The BID has represented and responded to business views on major topics including the Central Winchester and Station Approach developments, Winchester Movement Strategy, Local Plan, Green Economic Development Strategy, local and central government COVID-19 business support, and HM Treasury Business Rates Review.

SUPPORTING BUSINESS GROWTH

We offer free courses and workshops for BID members and their staff based on local demand. Recent examples include conflict management, financial management, first aid at work, marketing and selling, and people management.

INFLUENCING AND INSPIRING CHANGE



We have published **43** quarterly Business Barometer reports since 2011 assessing business confidence, sales performance, footfall, vacancy rates and how particular events impact businesses in Winchester. The reports are utilised by the BID as well as central and local governments, Hampshire Chamber of Commerce, and the Bank of England.

Since Winchester Business Centre opened in 2013 more than **100** start-ups and small businesses have used the facility as a base to grow their business, the workspace has hosted networking sessions and events, and the meeting room is frequently utilised by BID members.

In 2020 we launched a health and wellbeing section in our popular e-newsletter to raise awareness of the importance of wellbeing at work. We help connect people who work in Winchester with BID members which offer health-related services to enhance their fitness and wellbeing.



The BID has also provided regular comment on the Winchester Parking and Access Strategy and supported new initiatives to help make travelling into the city centre easier. There have been **7,730** downloads of the BID's Park Winchester app, helping to direct your staff, customers and clients traveling by car to available parking spaces in the city.



CAPTURING BUSINESS INSIGHT

This business plan has been developed through a continuous dialogue between the BID Board, the BID team and BID members. Together, we have been instrumental in enabling Winchester to evolve over the past 15 years and respond to the changing needs of the local business community and the place management agenda.

Independent research undertaken with BID members in autumn 2021 has helped the BID to focus its proposals for the fourth term.

BID members at the local and national level have had the opportunity to engage and feedback into the process of creating this business plan.

We appreciate communication preferences differ and so we have used a variety of methods to capture insight.



SURVEYS:

A detailed survey of BID member priorities was undertaken in autumn 2021 and 147 responses were received.

Business Barometer surveys are undertaken quarterly and usually receive between 40 and 80 responses each time.



E-COMMUNICATIONS:

Our surveys show that the BID's fortnightly e-news remains your most popular method of communication to keep you updated on our projects and services.



MEET AND GREETs

Attending meetings is not always easy, especially if you have limited time and resources. Our meet and greet service enables you to arrange for a member of the team to visit your premises at a time convenient for you.



SOCIAL MEDIA

The BID connects with businesses, consumers and our wider audiences on Facebook, Instagram, LinkedIn, Twitter and YouTube.



BUSINESS FORUMS

Quarterly BID Forums provide businesses with regular opportunities to find out more about the work of the BID, ask questions, give feedback, and engage in discussion on topics which affect businesses in Winchester. The draft proposals for the BID's fourth term were launched at the BID Forum in February.



MEETINGS AND NETWORKING GROUPS

The team attend various meetings and networking events to gain feedback from BID members and other organisations with a special interest in the city. Examples include Hampshire Chamber of Commerce events, Shopwatch and Pubwatch meetings, the Sustainable Business Network, the Winchester Independent Businesses Group and many more.



ANNUAL REVIEWS

Each year the BID produces an Annual Review which is circulated with the levy notices, including a summary of our work during the past year, future plans, a financial report, FAQs and how to contact us.



ONLINE

Our website winchesterbid.co.uk includes sections on how the BID was first established, our four key themes and a full list of projects and services, the team and the Board, the BID area map, the BID's governance and finances, and our latest news.



ANNUAL GENERAL MEETING

We hold an Annual General Meeting in April, open to all, which this year included a summary of the draft proposals for the BID's fourth term.

HIGHLIGHTS

Projects and services highlighted by BID members as their top priorities for the BID to deliver in a fourth term include – marketing and events, Business Crime Reduction Partnership and BID Rangers, supporting independent businesses, promoting sustainability and environmental awareness, promoting equality and diversity, additional public realm enhancements, Christmas lights, lobbying and influencing local and central government.



Donna Laine

Owner of Donna Laine Fine Jewellery

"Working with Winchester BID has always enhanced my business. From the reassurance of the business crime reduction team, who are always so helpful and speedily reactive when needed, to the innovative marketing campaigns that encourage visitors to discover all parts of Winchester, as well as high-profile events which drive footfall and interest in the city. The BID has a great creative team, who are hardworking and passionate about Winchester businesses."



Robert Bolwell

Senior Partner, Dutton Gregory Solicitors

"After the turbulence of the past couple of years, Winchester BID has been at the forefront of unity, camaraderie and positivity across the city. The team constantly liaises with businesses across all sectors, finding common ground on which we can all move forward together. Winchester BID's planning, support and delivery of events, services and initiatives to benefit local business is a valuable asset to the communities it serves."



Sam Stewart

Mountain Warehouse Manager

"As the Chair of Shopwatch in Winchester, I have seen first-hand what Winchester BID and the Business Crime Reduction Partnership does every day to support both the businesses and the public within the city. At the same time as being proactive by patrolling the city centre, the BID Rangers actively respond to any requests for assistance from businesses via the Shopwatch radios. It is a great asset to have the ability to communicate between CCTV, Rangers, Shopwatch members and the police. As a result, crime is actively being reduced in the city."



Martin Smart

Owner of Cornflowers Gift Shop

"Winchester BID is instrumental in bringing the business community together. We are a compact, small city that needs the BID to act as a link between businesses. The BID was a prominent force in getting Kingsgate Village established and on the map. They have helped the businesses in this area not just work together but also build relationships with other parts of the city."



Clare Pothas and James Ashby

Ashby's Winchester

"The BID team help bridge relationships between businesses and the local authorities and other services, and have been imperative to the relationships we have created to date for our business. The team are very proactive and will always help where they can with anything we may require assistance with."



Marcelo Pugliese

Director, The Old Vine

"Independent businesses in Winchester are well supported by the team at the BID for their needs. From marketing campaigns to networking, seasonal activities in the city to the integrated projects involving arts, design and our own Winchester Independents business support group."



Philip Carré

Managing Director, Think Creative

"Our business, Think Creative, is always looking for new clients to work with who will need the marketing tools we produce, and Winchester BID performs a very useful role with its activities to promote the city as a business location, and helps to connect businesses through networking and events. Our clients and prospective clients are sensitive to the environment surrounding our office. We control the inside of the office, and the BID does a good job of making the city centre cleaner and more attractive as well as safe and secure. We believe the BID helps our business thrive in Winchester and we wish to see it continue."



Mike Edwards

Vodafone Partner Agent

"I would like to thank Winchester BID for making me feel so welcome in the city and as part of the BID business community. This business plan highlights some of the many successes the BID has brought to this great city, and I am certain their initiatives will continue to go from strength to strength, helping to put Winchester on the map far and wide. Winchester is in a prime position to enhance its reputation as a city for all, with its mix of independent retailers and restaurants, matched with a healthy blend of national brands. Exciting times ahead."

PROPOSED THEMES AND PROJECTS FOR THE NEW TERM

Taking this insight into account, for the fourth term Winchester BID commits to deliver a programme of projects and services to help ensure that Winchester is marketed and promoted successfully, that our city centre is safe and secure, and that it is clean, attractive and more sustainable, and is a place where businesses thrive.

A BETTER PROMOTED CITY

MARKETING:

The BID will continue to work with Visit Winchester and Visit Hampshire to market the city and promote culture, tourism and festivals. The BID will also maintain its membership of the Discover Winchester consortium of businesses and public agencies working together to develop and promote tourism in Winchester. The consortium funds the services of a media relations consultant to raise the national profile of the city and hosts press visits, meetings and other events. The BID will invest in campaigns which celebrate Winchester as a thriving location for commercial investment and one of the best places to live, work and visit in the UK.

SUPPORTING INDEPENDENT BUSINESSES:

A specific budget line was introduced in 2018 to develop a new programme of campaigns and projects for independent businesses. Key themes have included events, marketing and PR, training and digital projects, among others. The BID will work closely with the independent business community on new initiatives, and continue successful campaigns, such as our annual celebrations for Independent Business Month and publishing the Winchester Independents Map.

CITY CENTRE EVENTS:

The BID has significantly grown Winchester Fashion Week since taking on coordination in 2013, and we are pleased to have organised the annual Christmas Lights Switch On event, which marks the start of the festive season. In our fourth term, the BID will not only deliver these popular events but also diversify our events programme to create new opportunities for more BID members and different sectors of the local economy.

FESTIVALS IN WINCHESTER:

As well as delivering our own events, the BID works in partnership with Visit Winchester to chair the Festivals in Winchester Group, supporting and helping to grow a diverse festivals offer. The BID will continue to chair the group and sponsor a number of different festivals each year to help generate additional footfall and commercial opportunities across the city.

SEASONAL PROMOTIONS:

The BID will continue to take a leading role in delivering a high-profile campaign for Christmas with key partners, as well as deliver other seasonal promotions throughout the year. Some of our other popular seasonal campaigns include the Bunny Hop Easter Trail in the spring and the Halloween Spooky Winch Word Hunt in the autumn.

WINCHESTER GUIDED TOURS:

We are proud supporters of the Winchester Tourist Guides and will continue to provide financial support towards their activities in the future. Guided walking tours are great fun for tourists and visitors, but also an opportunity for people who live and work in Winchester to find out more about our fascinating past from guides who are knowledgeable and passionate about the city and its heritage.

A SAFE AND SECURE CITY

BUSINESS CRIME REDUCTION PARTNERSHIP:

The BID has delivered this accredited partnership for 11 years, bringing together Shopwatch and Pubwatch radio networks, the police and the Winchester Community Safety Partnership to share information, ensuring strong links are prevalent into the regional and national networks. The intelligence website and mobile app (DISC) was introduced to BID members in 2015. The BID will build on the success of the partnership.

SHOPWATCH AND PUBWATCH:

The BID has facilitated these schemes for the past 15 years, which includes organising regular meetings to discuss current crime trends, agreement on banning offenders, and offering radios which connect retailers and licensed venues directly with CCTV control, the police, Winchester City Council's Community Safety and Neighbourhood Services team, and more recently the BID Rangers. We will continue to grow and strengthen the schemes.

BEST BAR NONE AWARDS:

This national accreditation scheme supported by the Home Office and the drinks industry promotes safety, responsible management and operation of licensed venues. The scheme aims to reduce alcohol-related crime and disorder, build positive relationships between licensed trade, police and local authorities, and promotes our licensed venues and our city centre as a safe and enjoyable place to go out and socialise. The BID will continue to provide an annual audit and awards scheme in Winchester.

BID RANGERS:

Working closely with the police and other agencies, we introduced security trained and accredited BID Rangers in 2018 to help reduce business crime and provide additional security in the city centre. The Rangers also play an important ambassadorial role and help tourists and visitors with directions, information and assistance. In the future we plan to extend the scheme as part of our commitment to providing a safer environment and to help reduce low level crime and antisocial behaviour.

STREET PASTORS:

The BID has provided financial support to the Winchester Street Pastors during their 11 years of operation and will continue to support this initiative in the future. The Street Pastors work closely with the BID, local authority and the police to help make the city safer by providing reassurance and support to all people working in or enjoying Winchester's night time economy on Friday and Saturday nights.

SPARE CHANGE FOR LASTING CHANGE:

The BID facilitates one of the longest established diverted giving schemes in the UK, aimed at reducing street begging. We will continue to raise the campaign's profile by educating the public about its good work and encouraging managed giving to those most in need by diverting funds from the streets to local homelessness charities The Winchester Beacon and Trinity Winchester.



A THRIVING BUSINESS COMMUNITY

WINCHESTER BUSINESS EXCELLENCE AWARDS:

The BID has been a lead partner and sponsor of the awards for the past 12 years. We will continue to deliver the annual awards with our partners Hampshire Chronicle and Hampshire Chamber of Commerce to recognise the achievements of local businesses and reward them for their commitment to excellence.

SAVINGS AND ADVISORY SERVICE:

This service helps BID members to save money in their business and offers advice across a range of cost and business areas. The offer was expanded in 2018 across a whole range of business supplies and services, gas and electricity, merchant card services, waste management, ICT, fleet procurement, HR, fuel cards, print and more.

TRAINING, NETWORKING AND BUSINESS EVENTS:

The BID will continue to respond to the training needs of BID members by offering free courses and workshops for business owners and their staff based on local demand. The BID also works closely with Hampshire Chamber of Commerce to deliver a range of events, including a Business Breakfast with the MP for Winchester. We offer regular networking sessions with guest speakers as well as more formal events, including our Annual General Meeting and quarterly BID Forums to keep you updated on our activities and provide opportunities to discuss key issues in the city.

WINCHESTER BUSINESS CENTRE:

The Business Centre provides affordable hot-desk and virtual office packages for new businesses and additional income for the BID, which is reinvested into projects and services to improve the city. There is also a 12-seat meeting room which is available for BID members to use free-of-charge. In the new term we will invest in improvements to Winchester Business Centre to provide better facilities for BID members and local businesses.

HEALTH AND WELLBEING:

The BID will help connect people who work in Winchester with local organisations which offer health-related services to enhance their fitness and wellbeing.

EQUALITY AND DIVERSITY:

Responding to requests from BID members, in the new term we will introduce a new city-wide campaign for National Inclusion Week, a week dedicated to promoting equality and diversity, celebrating inclusion and taking action to create more inclusive workplaces.

BUSINESS CONTINUITY:

We will continue to help BID members in times of need and will respond to new challenges you face in the future.

INFLUENCING THE AGENDA:

The BID regularly responds to consultations and provides comment on key issues which affect Winchester businesses. We will continue to listen to your feedback and always aim to provide a balanced view of business needs and requirements.

FOOTFALL AND CAR PARKS DATA:

The BID has recently upgraded its footfall and car park sensors and will continue to produce regular reports which we will publish via our website and our fortnightly e-news. These reports provide intelligence on how people move around Winchester and how busy it is to help inform city centre management and inward investment decisions.

PARKING AND ACCESS MANAGEMENT:

In 2016 the BID launched the Park Winchester app to help people travelling to the city by car to easily find an available parking space. We will continue to explore new initiatives that allow city centre users to make better-informed decisions on parking and access to the city centre, including public transport and active travel. The BID is also a major stakeholder providing input into the Winchester Movement Strategy.

CITY CENTRE AUDITS:

The BID will organise city centre audits to evaluate how well the city centre is managed. This includes cleaning, parking and access, walking routes and safety. The data will be shared with relevant parties, such as the local authorities and the police to influence improvements in operations.

BUSINESS BAROMETER:

The BID will continue to undertake quarterly Business Barometer surveys and produce reports which provide intelligence on current and future trading outlooks and help us to better understand trends, comparing our progress with similar destinations and understanding how particular events impact Winchester businesses.



THE BID AREA

The BID area is the heart of the city centre and covers all major access routes. The area encompasses the commercial core of Winchester and includes transport hubs, the University of Winchester, Winchester School of Art, Royal Hampshire County Hospital, Hampshire Police Operational Headquarters, and the Central Winchester and Station Approach development sites.

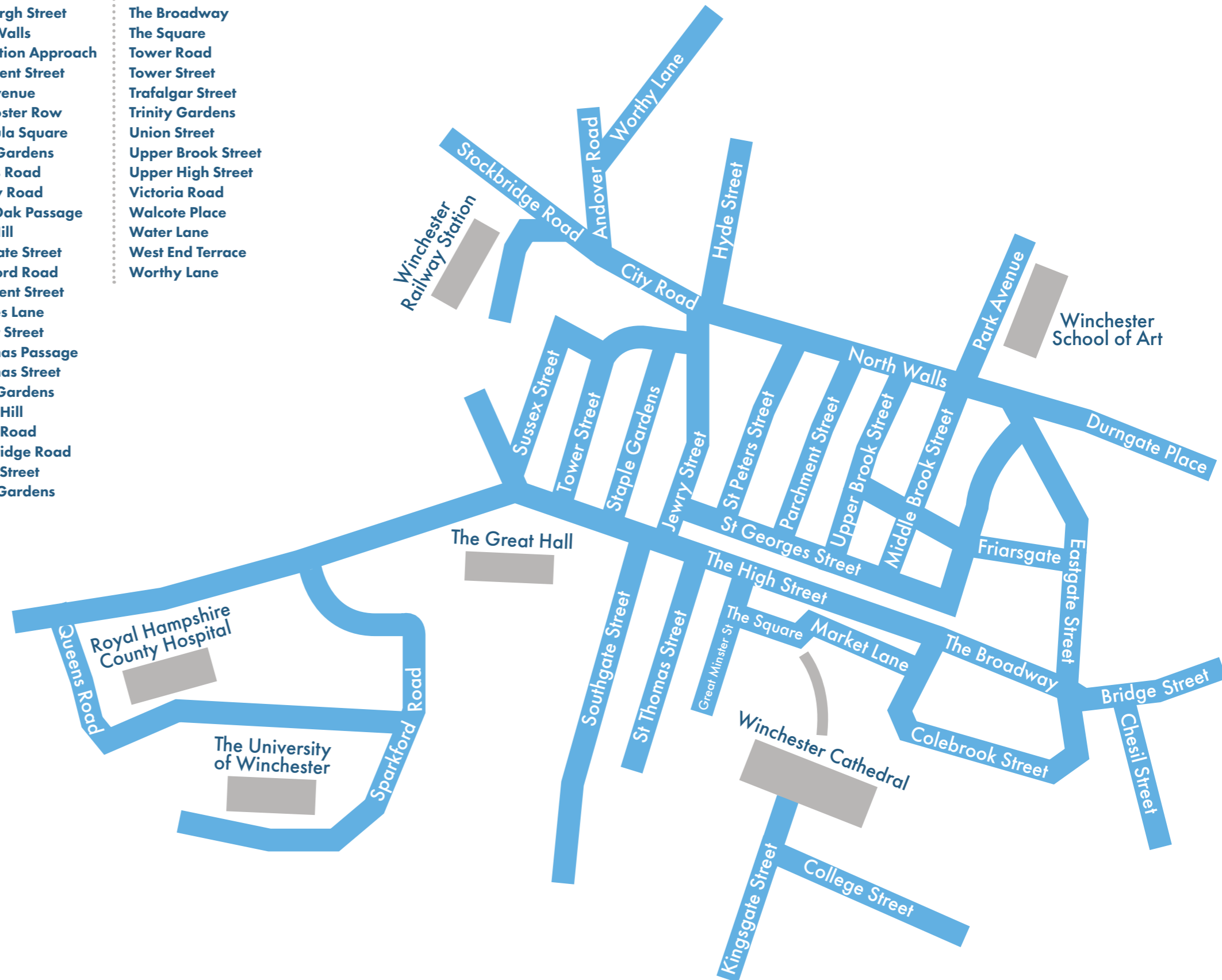
No changes to the current BID area are being proposed for the fourth term. The following streets are included, either in whole or part.

A detailed boundary map can be found on the BID website: winchesterbid.co.uk/ballot-2022

- Abbey Passage
- Albion Place
- Andover Road
- Archery Lane
- Barfield Close
- Bridge Street
- Castle Avenue
- Castle Hill
- Chesil Street
- City Road
- Cathedral Close
- Colebrook Street
- College Street
- Cossack Lane
- Cross Keys Passage
- Cross Street
- Crowder Terrace
- Durngate Place
- Eastgate Street
- Friarsgate
- Gar Street
- Gladstone Street
- Gordon Road
- Great Minster Street
- High Street
- Hyde Church Lane
- Hyde Street
- Inner Close
- Jewry Street
- Kings Head Yard
- Kings Walk
- Kingsgate Street
- Lawn Street
- Little Minster Street
- Lower Brook Street
- Market Lane
- Market Street
- Middle Brook Street

- Minster Lane
- Mons Court
- Newburgh Street
- North Walls
- Old Station Approach
- Parchment Street
- Park Avenue
- Paternoster Row
- Peninsula Square
- Priory Gardens
- Queens Road
- Romsey Road
- Royal Oak Passage
- Silver Hill
- Southgate Street
- Sparkford Road
- St Clement Street
- St James Lane
- St Peter Street
- St Thomas Passage
- St Thomas Street
- Staple Gardens
- Station Hill
- Station Road
- Stockbridge Road
- Sussex Street
- Sutton Gardens

- Swan Lane
- Tanner Street
- The Broadway
- The Square
- Tower Road
- Tower Street
- Trafalgar Street
- Trinity Gardens
- Union Street
- Upper Brook Street
- Upper High Street
- Victoria Road
- Walcote Place
- Water Lane
- West End Terrace
- Worthy Lane



ACCOUNTABILITY AND TRANSPARENCY

The Winchester BID Board and the team are out and about in the business community every day. We are responsible to you, our BID members, and we are committed to accountability and transparency.

GOVERNANCE

1. Winchester City Centre Partnership Ltd is a not-for-profit company limited by guarantee and will be responsible for overseeing the delivery of the City Centre strategy and action plan; the BID is a delivery vehicle for aspects of the overall strategy. Together they form a limited company, registered with Companies House with its own legal identity and control. Details of the Winchester City Centre Partnership Ltd and the Memorandum and Articles of Association are available to view online: winchesterbid.co.uk/ballot-2022
2. An operating agreement has been formed with Winchester City Council to administer the BID's fourth term Revenue Account. Baseline Statements have also been formed with Winchester City Council, Hampshire County Council and Hampshire Constabulary. These are available to view online: winchesterbid.co.uk/ballot-2022
3. Winchester BID will continue to recognise the importance of accountability and transparency within its Governance Arrangements. It is certified with British BIDs Accreditation, The BID Foundation Industry Standards Accreditation, and the Business Crime Reduction Partnerships National Standards Accreditation.
4. The current Board Director membership stands at 16; made up of 8 BID members, 1 Hampshire Chamber of Commerce member, 1 Winchester City Council member, 1 Hampshire County Council member, 1 University of Winchester member, the BID Executive Director and 3 additional members (all BID members). All Directors have voting rights. The Board appoints a Chair from the Directorship.
5. The BID will regularly evaluate and report its achievements to levy payers throughout the term. A number of indicators will be used to evaluate the city's performance and the BID's return on investment to levy payers. This shall include: the Business Barometer, footfall statistics, city centre audits, event ticket sales, the extent of cost savings

- in the Savings and Advisory Service, satisfaction surveys and monthly crime statistics to WBCRP members. A mid-term review of the BID shall be carried out by an independent third party.
6. The Board of Directors will receive a monthly income statement from the Executive Director. There will be quarterly meetings with the Winchester City Council Revenues and Benefits department to monitor levy collection rates and financial spend. An independent accountant will prepare audited accounts each year, for submission to Companies House. These will be published on the BID website and available to view and comment on at the Annual General Meeting.
 7. Provided that the BID is meeting the objectives set in this business plan, and subject to full consultation with the BID Board, it shall have the ability to vary service delivery and expenditure allocation according to the changing needs of levy payers. However, any change to the BID area or the levy rate would require an alteration ballot.
 8. Levy paying businesses will be eligible to become Members of the BID Company on the announcement of the Annual General Meeting.

LEVY

1. From April 2023, the BID levy rate to be paid for each property or hereditament in the BID area will remain as 1.5% of its rateable value as at 1 April annually. This represents no change to the levy being paid in the third term of the BID. The current rating list at the time of billing will be used to determine the liable party.
2. The number of properties or hereditaments in the BID area is 931 (at the time of printing, August 2022).
3. All non-domestic properties or hereditaments with a rateable value of £1,250 or more will be required to pay the levy. This represents no change to the threshold.
4. If a new property or hereditament enters the rating list, no charge will apply until the following year's levy becomes due.

5. If a property or hereditament has an increase or decrease in rateable value during the year, the levy will not be amended to reflect the change until the following year.
6. The BID levy will be exempt to those occupied as a recognised charity, except where the property is occupied as a charity shop and thus the levy will be applied.
7. Those hereditaments within The Brooks Shopping Centre (where there is already an additional service charge for marketing, security and cleaning services) will receive a discount and thus the levy contribution will be fixed at 1.25% as per previous BID terms.
8. The BID levy will be collected annually in advance and the charging period will be 1 April to 31 March, starting April 2023. No refunds will be made.
9. The liability of the BID levy will be the responsibility of the non-domestic ratepayer for each hereditament listed on 1 April in the year of collection.
10. If the property or hereditament is untenanted, the liability of the levy falls to the owner of the property listed on 1 April in the year of collection.
11. The BID levy will not be affected by small business rates relief or any other discretionary relief grant.
12. The levy will be payable in one instalment collected by Winchester City Council and is payable within 14 days. Collection and enforcement of the BID levy will be similar to those applied to business rates.
13. Winchester City Council will be responsible for collection of the BID levy and will make no charge for doing so.
14. Full BID levy rules can be found at: winchesterbid.co.uk/ballot-2022

BALLOT

1. Winchester City Council will send those responsible for properties or hereditaments to be subject to the new BID, a ballot paper from 4 October 2022.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of the proposal in a 28-day postal ballot, which will commence 7 October 2022 and close 5pm on 3 November 2022. Ballot papers received after 5pm on 3 November 2022 will not be counted.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria: (a) of those ballots returned by the close, those voting in favour must exceed those

- voting against, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against.
4. The results of the ballot will be announced on Friday 4 November 2022.
5. If successful at ballot, the fourth term of the BID will commence on 1 April 2023 and will continue for a period of five years to 31 March 2028.
6. The Secretary of State was notified of the ballot on 16 May 2022.

FINANCES

1. A cautious approach has been adopted to budgeting for the fourth BID term.
2. A levy collection rate of 97% has been assumed for the fourth term based on historic trends from the past three terms.
3. Operating costs are estimated at 15% of the total annual expenditure, which is below the industry average for BIDs.
4. No inflation will be charged during the lifetime of the BID's fourth term.
5. A contingency provision on expenditure each year provides the BID with the opportunity to consider projects or opportunities suggested by levy payers outside of the proposals.
6. At the end of March 2022 Winchester City Centre Partnership held reserves

- of £246,616. During the fourth term additional investments will be made using reserve funds, including improvements to Winchester Business Centre for income generating purposes, refurbishments for Winchester's Christmas lighting scheme, city centre events and business crime reduction initiatives. A figure representing 20% of annual levy income will be retained as reserves, which is the industry average for BIDs, to protect the organisation against drops in income or increases in costs, or to take advantage of new opportunities.
7. There are no costs relating to the development of the new BID that will need to be repaid during the term.
8. During the past three terms, the BID has had considerable success in generating additional revenue, amounting to more than £750,000 over the past 15 years. External income targets for the fourth term have been set between 9% and 13% of total annual levy.
9. All contracts of £10,000 or more will be tendered, with local suppliers (within the BID area) given preference. Periodically, throughout the term the Board will test the performance, cost and competitiveness of contracts which exceed £10,000 annually.



Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total 5 Yrs.
BID Levy	£584,070	£584,070	£584,070	£584,070	£584,070	£2,920,350
External Income	£54,150	£70,950	£61,306	£73,078	£63,145	£322,629
Total Income	£638,220	£655,020	£645,376	£657,148	£647,215	£3,242,979

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total 5 Yrs.
A Better Promoted City	£150,341	£167,596	£147,521	£157,174	£149,734	£772,366
A Safe and Secure City	£147,589	£149,803	£152,050	£154,331	£156,646	£760,419
A Clean, Attractive and Sustainable City	£137,900	£139,968	£142,067	£144,198	£146,361	£710,494
A Thriving Business Community	£93,740	£90,335	£96,552	£93,045	£86,597	£460,269
Central and Fixed Costs	£91,868	£93,246	£94,645	£96,065	£97,506	£473,330
Total Expenditure	£621,438	£640,948	£632,835	£644,813	£636,844	£3,176,878

Surplus/Contingency	£16,782	£14,072	£12,541	£12,335	£10,371	
---------------------	---------	---------	---------	---------	---------	--

THREE STEPS TO SECURING A STRONGER FUTURE FOR WINCHESTER

1

Ballot papers will arrive by post from 4 October 2022, asking you to vote on the BID.

2

Voting yes will retain the BID for a further five years through to 31 March 2028.

3

Ballot papers must be returned by 5pm on Thursday 3 November 2022.

If the majority are in favour, services will continue, and the fourth term of Winchester BID will commence on 1 April 2023.

For a short guide on how to complete your ballot paper, please visit: winchesterbid.co.uk/ballot-2022





CONTACT US:

Winchester BID
Winchester Business Centre
10 Parchment Street
Winchester SO23 8AT

01962 841000
winchesterbid.co.uk
enquiries@winchesterbid.co.uk
@WinchesterBID

