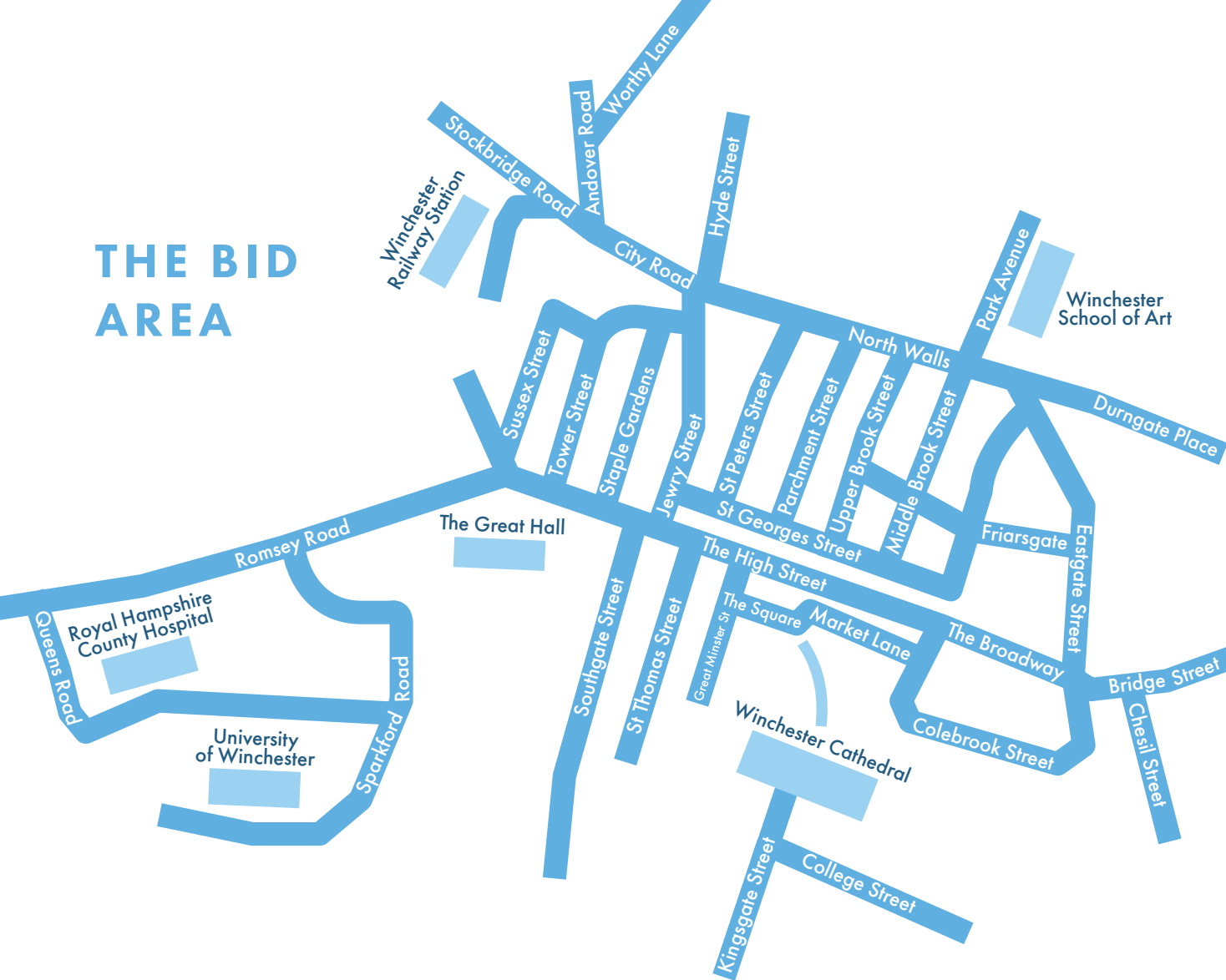


ANNUAL REVIEW

2022-23



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 is 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 18 years and there are more than 330 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 15 years, the BID has raised around £500,000 per year through the collection of an annual levy, paid by over 700 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 2022, businesses in the BID area (BID members) voted in favour of Winchester BID continuing its service for a fourth term of five years. The fourth term will commence on 1 April 2023 and will continue until 31 March 2028.

You can read about the final year of the third term as well as plans for the fourth 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 hospitality, legal, leisure, property and retail. 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 (2022-23), Winchester BID has provided a strong return on your BID levy investment. Here are the highlights:

APRIL

The 11th annual **Winchester Fashion Week** saw the spectacular return of the Grand Finale Catwalk Show after a two-year hiatus due to the COVID-19 pandemic. The show featured professional models showcasing spring/summer collections from independent and national brands with stores in the city to a sold-out crowd at the RIBA award-winning King Alfred Centre at the University of Winchester. 59 businesses were involved in the programme for the week, which included 42 events over 6 days with masterclasses, showcases, exhibitions, workshops and shopping events. The **Bunny Hop Easter Trail** around Winchester involved 260 participating BID members and 549 small groups and families took part. The BID sponsored **TEDx Winchester** and the **Winchester Chamber Music Festival** as part of the **Festivals in Winchester** programme. Huw Miles (Chair) welcomed attendees to the **Winchester BID AGM** which included reports from Paul Spencer (Executive Director) and Sarah Davis (BID Manager) on the BID's achievements during 2021-22 and plans for the future. There was a Q&A session, new appointments to the Board of Directors were made and the accounts for

2020-21 were presented. **Shopwatch** and **Pubwatch** meetings were coordinated by Jane Bastock (Business Crime Reduction Manager) and were held regularly throughout the year. A new programme of **street cleaning and graffiti removal** began which would see over 10,000m² of pavements in the BID area cleared of grime and chewing gum, and over 800 graffiti tags removed. The results of the 42nd **Winchester Business Barometer** survey were published.

MAY

The BID supported the **Sustainable Business Network** event on **packaging regulations, extended producer responsibility and the deposit return scheme**. Paul Spencer met with Winchester City Council to discuss findings from a review of the **Winchester District Street Markets**. The **Winchester BID Rangers** alongside the Police and the City Council's community safety and neighbourhood services team supported **Operation Sceptre**. This was a week-long initiative and part of a national campaign to tackle knife crime and engage with and educate retailers, the local community and the public on knife crime prevention and keeping people safe. 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. The BID provided **emergency first aid at work training** for BID members. Issue 5 of the **Kind Words Business Magazine** was published, written by Professor John Kind, sharing ideas on **leadership, recruitment, hybrid working and pricing strategies**.

JUNE

Winchester celebrated the **Queen's Platinum Jubilee Central Weekend** in early June. **Summer floral displays** were installed across the city centre, including 554 hanging baskets and 34 boxes. The 20th annual **Winchester Business Excellence Awards** recognised the achievements of local businesses and rewarded them for their commitment to excellence. The BID attended the **Winchester City of Sanctuary** business stream meeting to discuss how our city can provide greater inclusion and equality for people seeking sanctuary and support those fleeing the war in Ukraine. The BID supported the **Hares of Hampshire summer public art trail**, part of a wider charity initiative which raised over £183,300 for The Murray Parish

Trust which is dedicated to the advancement of paediatric emergency medicine across the South of England. The BID supported the **Sustainable Business Network** event on **sustainable transport**. The BID sponsored the **Cheese and Chilli Festival** as part of the **Festivals in Winchester** programme. The BID attended **Winchester City Council's Carbon Neutrality Open Forum** and the **University of Winchester's External Partners Conference**.

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. The **Winchester BID Forum** provided an opportunity for businesses to network and give feedback on the **Draft Business Plan for the Fourth Term** of the BID. Attendees also received updates on other topics of interest including **Trinity Winchester's extended outreach delivery plan** supported by funding from the Office of the Police and Crime Commissioner and a new study by Winchester City Council and Hampshire County Council into **how to make Winchester more pedestrian and cycle friendly**. 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 British Isles. The results of the 43rd **Winchester Business Barometer** survey were published.

AUGUST

The BID installed **additional signage to help direct visitors to locations where there are more shops, eateries, services and attractions** away from the main pedestrianised High Street. The aim was to complement existing signage and help visitors to discover more of Winchester. Paul Spencer met with the **Bank of England** to discuss the local and national economy, inflation, interest rates and issues concerning businesses, and also met with Winchester City Council to discuss **the future of Station Approach**.

SEPTEMBER

The 6th **Best Bar None Awards** celebrated the **night-time economy** in the city centre and recognised pubs, bars and restaurants which achieved their national accreditation. This year there were 12 BID members taking part in the scheme which promotes safety, responsible management and operation of alcohol-licensed venues and 11 accredited. The BID supported the **#BusinessSOS campaign** working with other BIDs and business organisations across the UK **calling on Government for an energy plan for businesses** amid spiralling energy costs. Following the announcement of the demise of **Her Majesty Queen Elizabeth II** the BID laid flowers

in Abbey Gardens, signed the book of condolence at the Guildhall and shared **national mourning guidance** with BID members. The BID provided **emergency first aid at work training** for BID members. The **Business Plan for the Fourth Term** was launched at the **Winchester BID Forum** and there was also a presentation and Q&A with the **Police and Crime Commissioner for Hampshire and Isle of Wight**. Suzy Dierckx (Marketing and Social Media Manager) was appointed as independent business ambassador for **Discover Winchester**, a consortium of businesses and public agencies working together to develop and promote tourism in Winchester. The BID sponsored **Winchester Heritage Open Days** and **Winchester Green Week** as part of the **Festivals in Winchester** programme. The BID supported the **Sustainable Business Network** event on the **circular economy**. Artists from The Colour Factory unveiled **new public art in The Square**, extending a creative project which also includes artworks in Eastgate Street and Parchment Street.

OCTOBER

The **Winchester BID postal ballot on proposals for a fourth term** of the BID opened. The BID attended the **City Centre Strategic Partnership** workshop bringing together key stakeholders to discuss a partnership approach to **supporting cultural events and promoting Winchester as a creative city**. The BID

responded to the **Station Approach consultation**, hosted a **briefing for BID members on Winchester College development proposals** and participated in workshops as part of the **Central Winchester Regeneration Reference Group**. 50 **winter hanging baskets** were installed at Staple Gardens, Charlecote Mews and City Business Centre. The BID supported the **Winchester Poetry Day** as part of the **Festivals in Winchester** programme. Suzy Dierckx delivered the **Spooky Winch seasonal campaign** which involved a city-wide word search for members of the public to enjoy with 247 participating businesses and 393 small groups and families taking part in the trail. To support **National Business Crime Week** the BID, Police and local retailers conducted a **Safer Business Action Day** as part of a high visibility exercise to deter crime and assist businesses with advice and guidance. Issue 6 of the **Kind Words Business Magazine** was published sharing ideas on **public speaking, interpersonal skills, managing cashflow and reducing energy costs**. The results of the 44th **Winchester Business Barometer** survey were published.

NOVEMBER

The Winchester BID postal ballot closed and the results were announced by Winchester City Council, the ballot holder. **BID members voted in favour of the BID continuing to**

operate for a fourth term. The **Winchester BID Rangers** scheme celebrated four years since its launch and in that time had helped to recover over £52,000 worth of goods from offenders stealing from local businesses. The BID joined the **Winchester District UK Shared Prosperity Fund Partnership Board**. Chris Turner (Business Development Director) attended the **National BIDs Conference**. The BID received two certificates of recognition as part of the **National BID Awards** and Sarah Davis was awarded her **Diploma in BID Leadership**. Jane Bastock attended the National Business Crime Conference. Paul Spencer attended a **Parking Demand Study** workshop for stakeholders organised by the City Council. The BID supported the **Sustainable Business Network** event on **biodiversity**. The BID sponsored the **Winchester Bonfire and Fireworks** as part of the **Festivals in Winchester** programme. The **Winchester Christmas Lights Switch On** kick started the festive season and attracted over 10,000 people to the city centre. An updated **Winchester Independents Festive Pocket Map** was produced and distributed as part of the **Love from #IndieWinch** campaign. The BID organised a chalet for BID members to trade from at the **Winchester Cathedral Christmas Market**. The BID worked with **Hat Fair** to organise **street performances to surprise and delight**

Christmas shoppers. The BID attended a multi-stakeholder meeting to discuss **city centre plans for the bank holiday weekend for the Coronation of His Majesty The King in May 2023.**

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 in collaboration with Winchester School of Art and a selection of BID members to create special **festive window displays**. The BID responded to the **Local Plan Regulation 18 consultation** and met with Gisborne Investment Group to discuss plans for the **regeneration of Bushfield Camp**. Paul Spencer and Sarah Davis visited businesses affected by power outages in parts of the city centre and liaised with SSEN on their behalf. The BID met with the **Winchester Tourist Guides** to make plans for the new programme of guided tours in 2023.

JANUARY

The first **Hampshire Chamber of Commerce Winchester Business Strategy Group** meeting of the year was hosted by the BID at **Winchester Business Centre**. Paul Spencer participated in a

roundtable discussion on BIDs with the **Department for Levelling Up, Housing and Communities**. The BID attended the **Unlocking Hampshire's Potential** event hosted by the Chamber of Commerce. The results of the 45th **Winchester Business Barometer** survey were published.

FEBRUARY

At the **Pubwatch** meeting the **Best Bar None Awards 2023** were launched. The 21st annual **Winchester Business Excellence Awards** were launched. Sarah Davis hosted a **networking evening for independent businesses** to discuss projects and support for smaller businesses in the city centre during the year ahead. Winchester hosted a meeting of the **South of England BIDs Group**. The BID attended the **Winchester Cultural Strategy** stakeholder meeting hosted by Winchester City Council and joined the new **Station Approach Reference Group**. Paul Spencer attended a meeting of **The BID Foundation Leadership Network**. The BID sponsored the **Children of Winchester Festival** as part of the **Festivals**

in Winchester programme. 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 new **St John's Winchester Homeshare Service**.

MARCH

Suzy Dierckx confirmed arrangements for the upcoming **Bunny Hop Easter Trail** across the city centre from 1 to 16 April, and Sarah Davis was working on plans for the 12th annual **Winchester Fashion Week** taking place later in the year. Members of the **Winchester Business Crime Reduction Partnership Steering Group** met to review the partnership's activities. The BID and Hampshire Chamber of Commerce welcomed guests to the **Steve Brine MP Business Breakfast** where **Spare Change for Lasting Trinity Winchester** and **The Winchester Beacon**.





LOOKING FORWARD TO THE FOURTH TERM

In November 2022, Winchester businesses voted in favour of Winchester BID continuing to operate for a fourth term of five years, due to start on 1 April 2023. The outcome of the ballot was revealed on 4 November by Winchester City Council, the ballot holder. The overall result was 77% in favour by the number of votes received, and 83% in favour by the rateable value of votes received.

The BID has now successfully delivered three business plans, spanning 15 years. The business plan for the fourth term **Securing a Stronger Future for Winchester 2023-2028** is available to view online on our website and hard copies are available to collect from the BID office on Parchment Street.

The new business plan was developed through a continuous dialogue between the BID Board, the BID team and BID members. Independent research undertaken with BID members in autumn 2021 helped us to focus our proposals for the fourth term. BID members at the local and national level had the opportunity to engage and feedback into the process of creating the business plan. We appreciate communication preferences differ

so we used a variety of methods to capture insight including surveys, e-communications, meet and greets, social media, business forums, meetings and networking groups, online and our Annual General Meeting.

Projects and services highlighted by BID members as their top priorities for the BID to deliver in the 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.

Taking this insight into account, for the fourth term Winchester BID commits to deliver a programme of projects and services to help create and maintain:

- **A Better Promoted City**
- **A Safe and Secure City**
- **A Clean, Attractive and Sustainable City**
- **A Thriving Business Community**

WINCHESTER BID'S VALUES

COLLABORATIVE

Responsive to your needs and ideas.

KNOWLEDGEABLE

Being connected to make informed decisions

CHANGE MAKING

Building partnerships to bring about positive and sustainable change

TRANSPARENT

Inclusive, open and honest

FINANCIAL REPORT

This financial breakdown details how Winchester BID used funds to improve the city during 2022-23. The levy payable for 2023-24 is based on the 2023 valuation rating list.

		2022-23 Levy Bill	2022-23 Projected Actuals	2023-24 Levy Bill
Income	BID Levy	£575,351	£584,070	£528,777
	External Income	£62,850	£89,934	£71,105
Total Income		£638,201	£674,004	£599,882
Central & Fixed Costs		-£95,019	-£91,090	-£90,816
Project Costs	A Better Promoted City	-£191,441	-£185,201	-£147,294
	A Safe & Secure City	-£120,480	-£120,617	-£128,474
	A Clean, Attractive & Sustainable City	-£133,800	-£176,268	-£135,500
	A Thriving Business Community	-£112,100	-£118,766	-£96,740
Total Expenditure		-£652,840	-£691,942	-£598,824
	Projected Surplus	-£14,639*	-£17,938	£1,058

* The Board of Directors 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 into 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
Business Improvement District Manager
sarah.davis@winchesterbid.co.uk



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



Suzy Dierckx
Marketing & Social Media Manager
marketing@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

