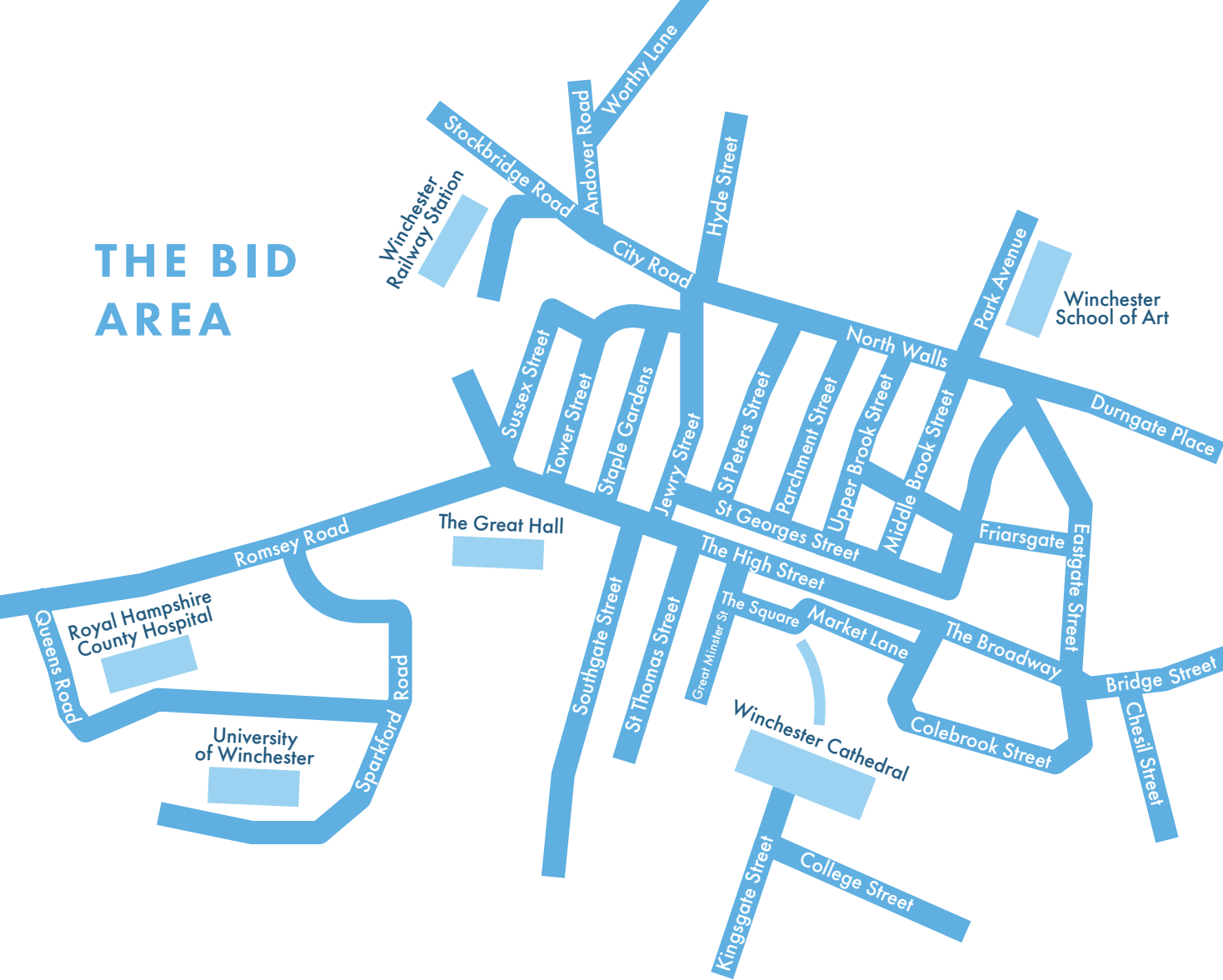


ANNUAL REVIEW 2023-24



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 19 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 16 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 commenced on 1 April 2023 and will continue until 31 March 2028. You can read about the first year of the fourth 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 sectors including finance, 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 (2023-24), Winchester BID has provided a strong return on your BID levy investment. Here are the highlights:

APRIL

The **fourth term of Winchester BID** began. Brett Jones (BID Ranger) received the **Business Crime Prevention Award** at the **Hampshire and Isle of Wight Police and Crime Commissioner Awards**. The **Bunny Hop Easter Trail** around Winchester involved 277 participating BID members and 620 small groups and families took part. **Shopwatch** and **Pubwatch** meetings were coordinated by Jane Bastock (Business Crime Reduction Manager) and were held regularly throughout the year. Paul Spencer (Executive Director) participated in Winchester City Council's **Station Approach Regeneration Reference Group**. Sarah Davis (BID Manager) supported a community project which organised **bulb planting at Winchester Railway Station**. 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 BID sponsored the **Winchester Chamber Music Festival** as part of the **Festivals in Winchester** programme. The results of the 46th **Winchester Business Barometer** survey were published.

MAY

Winchester celebrated the **Coronation of His Majesty King Charles III** and the BID worked with Play to the Crowd to organise **Hat Fair in The Square** and

with Winchester City Council to organise **bunting and decorations** across the city. Paul Spencer participated in the City Council's **Winchester District UK Shared Prosperity Fund Partnership Board**. The BID launched its new and expanded **Savings and Advisory Service** offering free advice and support for BID members on reducing costs and carbon. Harriet France (Board Director) and Paul Spencer were invited with Steve Brine MP to attend a **Local Business Champions Reception at 10 Downing Street** hosted by the **Chancellor of the Exchequer**. The BID sponsored the **Parchment Street Festival** as part of the **Festivals in Winchester** programme.

JUNE

The BID attended the **Royal Logistics Corps 30th Anniversary Freedom Parade** which included a Royal visit from Colonel-in-Chief of the Corps **HRH The Princess Royal**. The 21st annual **Winchester Business Excellence Awards** recognised the achievements of local businesses and rewarded them for their commitment to excellence. The BID participated in a workshop with the **South of England BIDs Group** which brings together BID staff from across the region to share best practice. Huw Miles (Chair) welcomed attendees to the **Winchester BID AGM** which included a report from Paul Spencer on the BID's achievements during 2022-23 and future plans as well as a talk by Sarah Moore-

Williams, the new Dean of the **Faculty of Business and Digital Technologies at the University of Winchester**. There was a Q&A session, new appointments to the Board of Directors were made and the accounts for 2021-22 were presented. **Summer floral displays** were installed across the city centre, including 537 hanging baskets and 34 boxes. Paul Spencer received the **Community Partner Winton Values Award** at the **University of Winchester Winton Society Awards**. The BID sponsored **TEDx Winchester** and **Hat Fair** as part of the **Festivals in Winchester** programme.

JULY

Sarah Davis spoke about funding opportunities for festival organisers at a **Funding Focus** event organised by **Outdoor Arts UK**. Winchester celebrated July as **Independent Business Month** and there was a social media, video, radio and print media campaign, including the launch of the new and updated **Winchester Independents Pocket Map**. Suzy Dierckx (Marketing and Social Media Manager) in her role as a **Discover Winchester Ambassador** wrote a new blog about the city's thriving independent business scene for the **Visit Winchester** website. The BID launched its new **Footfall and Behaviour Insights Service** providing data on **footfall, visitors, catchment, dwell time and social demographics** to assist businesses and help inform city centre management and inward investment decisions. Jane Bastock attended the **National Business Crime Centre Conference** and met with Chief Inspector Korine Bishop, the new **Police District Commander for Winchester**. The BID worked with Hampshire Fare

to introduce a new **Winchester Food Festival** as part of the wider Hampshire Food Festival programme. Paul Spencer participated in stakeholder workshops led by Winchester City Council for the **Winchester District Cultural Strategy** and **Central Winchester Regeneration**. The results of the 47th **Winchester Business Barometer** survey were published.

AUGUST

Paul Spencer met with Flick Drummond MP, the **Conservative candidate for Winchester at the next General Election** to discuss business in the city and had previously met with the **Liberal Democrat candidate** Danny Chambers. 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 BID supported the **Kingsgate Village Festival**.

SEPTEMBER

The 7th annual **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 11 BID members taking part in the scheme which promotes safety, responsible management and operation of alcohol-licensed venues. The BID responded to the **evening and overnight parking charges consultation**. The BID supported the **Sustainable Business Network** event on **B Corp and social certification schemes for SMEs**. Paul Spencer coordinated a focus group with the **South of England BIDs Group** for the **University of Southampton Neighbouring Data**

Project exploring the role of qualitative data in place-based decision-making. The BID sponsored **Celebration of Winchester, Winchester Heritage Open Days, Winchester Green Week** and the **Kings Walk Festival** as part of the **Festivals in Winchester** programme.

OCTOBER

Paul Spencer met with Natasha Dochniak, the new **Commercial Manager at Hampshire Fare** to discuss partnership working, and also met with the **Bank of England** to discuss the local and national economy, inflation, interest rates and issues concerning businesses. **55 winter hanging baskets** were installed at Staple Gardens, Charlecote Mews and City Business Centre. The BID supported the **Winchester Poetry Festival** as part of the **Festivals in Winchester** programme. The 12th annual **Winchester Fashion Week** was a spectacular celebration of style with 44 events and more than 50 local businesses participating in the programme which included masterclasses, showcases, film screenings, exhibitions, workshops, shopping events and catwalk shows. Jane Bastock attended the **National Association of Business Crime Partnerships Conference**. The **Winchester 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 **Central Winchester Regeneration** and **Bushfield Camp Regeneration**. Suzy Dierckx delivered the **Spooky Winch seasonal campaign** which involved a city-wide word search for members of the public to enjoy with 246 participating BID members and 317 small groups and families taking part in the trail.

The results of the 48th **Winchester Business Barometer** survey were published.

NOVEMBER

The **Winchester BID Rangers** scheme celebrated five years since its launch and in that time had helped to recover over £82,000 worth of goods from offenders stealing from local businesses. Chris Turner (Business Development Director) and Paul Spencer attended the **National BIDs Conference**. 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 thousands of people to the city centre. The BID supported the **Kingsgate Village Christmas Lights Switch On**. 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**.

DECEMBER

The BID provided **free parking for BID members** at weekends in the Tower Street Car Park in the lead up to Christmas to help alleviate parking congestion during the busy festive season. There were celebrations for **Small Business Saturday**. The BID supported a **research project measuring the impact of BIDs by Okayama University in Japan**. The BID worked with Hat Fair to organise **street performances to surprise and delight Christmas shoppers**. Paul Spencer and Sarah Davis attended an event at **The Winchester Beacon** and met with Mark Wakeling, the new Chief Executive Officer.

JANUARY

The first **Hampshire Chamber of Commerce Winchester Business Strategy Group** meeting of the year was hosted by the BID at **Winchester Business Centre**. The BID attended the **Future World of Work Conference** at the University of Winchester and the opening of the **Fabric of Winchester** exhibition by St John's Winchester. Paul Spencer met with the **Winchester Tourist Guides** to review the new programme of guided tours. 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. The **Festivals in Winchester Group** met to review the city's festivals programme. Paul Spencer and Sarah Davis **met with the Prime Minister** when he visited Winchester. The BID attended a meeting of Winchester City Council's **Air Quality Steering Group**. The results of the 49th **Winchester Business Barometer** survey were published.

FEBRUARY

At the **Pubwatch** meeting the **Best Bar None Awards 2024** were launched. The 22nd annual **Winchester Business Excellence Awards** were launched. The BID sponsored the **Children of Winchester Festival** as part of the **Festivals in Winchester** programme. The **Winchester BID Forum** provided an opportunity for businesses to network and find out about the BID's plans for 2024. The BID supported the

Sustainable Business Network event on **communication, greenwashing and greenhushing – avoiding the pitfalls**.

MARCH

Suzy Dierckx confirmed arrangements for the upcoming **Bunny Hop Easter Trail** across the city centre from 29 March to 14 April. 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 Change** presented £1,783 to homelessness charities **Trinity Winchester** and **The Winchester Beacon**. The BID supported the **Sustainable Business Network** event on **hybrid working and reducing commuting impact**. The BID provided **emergency first aid at work training** for BID members.



SECURING A STRONGER FUTURE FOR WINCHESTER

In November 2022, Winchester businesses voted in favour of Winchester BID continuing to operate for a fourth term of five years, which began on 1 April 2023.

The BID is now moving into the second year of its fourth term. The business plan **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 business plan was developed through a continuous dialogue between the BID Board, the BID team and BID members. Independent research was also undertaken with BID members during the third term to help the BID to focus its 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 fourth term to deliver during 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 is committed to delivering 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 2023-24. The levy payable for 2024-25 is based on the 2023 valuation rating list.

		2023-24 Levy Bill	2023-24 Projected Actuals	2024-25 Levy Bill
Income	BID Levy	£528,777	£531,404	£520,022
	External Income	£71,105	£82,537	£72,710
Total Income		£599,882	£613,931	£595,732
Central & Fixed Costs		-£90,816	-£89,589	-£90,783
Project Costs	A Better Promoted City	-£147,294	-£178,732	-£111,009
	A Safe & Secure City	-£128,474	-£134,230	-£135,700
	A Clean, Attractive & Sustainable City	-£135,500	-£177,922	-£155,850
	A Thriving Business Community	-£96,740	-£97,866	-£91,300
Total Expenditure		-£598,824	-£678,339	-£584,642
	Projected Surplus	£1,058	-£64,408*	£8,090

*The Board of Directors approved additional expenditure during 2023-24 from reserves for activities in the city centre to mark the Coronation of His Majesty King Charles III, new events and festivals, and refurbishments for Winchester's Christmas lighting scheme.

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 the 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 at 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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