



Winchester BID Accreditation Feedback

August 2025

Meets requirements for accreditation award.

Winchester BID is an established BID mid-way through its fourth third term serving a high number of levy payers. It is well-managed by a team of professionals who apply robust governance and staffing arrangements, financial management, performance management and excellent communication processes to the delivery of the BID.

Particularly impressive is how open and transparent the BID is with all information published virtually to be accessible to levy payers. The information available is comprehensive and includes research data, performance information as well as important financial and governance documentation, a great resource for businesses.

The work of the team is overseen by a Board who clearly play a strong role in overseeing delivery and influencing projects evidenced by the paperwork presented. Winchester BID ensures that all sectors of the BID are covered through good director representation; it is evident that their articles are being followed; one recommendation is that a terms of reference is also created for the main Board.

In terms of recruitment of Directors, there is a good open and transparent process to encourage potential Board Directors to join the Board at the BID's quarterly forum events. For the Directors who join the Board, there is very comprehensive paperwork including an excellent Director 'roles and responsibilities' document and a code of conduct.

The Board have a conflicts of interest policy and register which staff also complete to protect the Company and the Board and declarations of interest form part of every Board meeting. It is recommended that this is updated annually as well as when a new Board Director is appointed.

In terms of staffing levels, the resource is appropriate for the size and scope of the BID with circa 900 levy payers to serve. Good staff management practices include clear staff contracts, job descriptions and an annual appraisal process. There is also a comprehensive staff handbook that staff confirm they agree to.

In terms of procurement, Winchester BID has very clear policies and processes with sensible threshold limits; there is board director involvement when it comes to larger contract selection with briefs and tenders part of the process.

Good data and GDPR protection/privacy policies are in place and Winchester BID is registered with the Information Commissioner. All appropriate annual insurances are in place to cover BID personnel and activities. It is recommended that Winchester BID introduces a risk register showing internal risks to the BID's overall management as a company; they already have project management information that would highlight risks with regard to projects.

Clear financial management protocols are in place with appropriate rules for staff and board oversight and sign off procedures. Commitments outside agreed budgets are discussed before being agreed. A finance officer supports the BID team with annual budgeting, monthly Board reports and annual accounts which are shared with levy payers. All information about the BID's accounts and budgets is available to view online demonstrating good transparency and are accompanied by an excellent annual review which is sent out with levy bills and compliant with the BID regulations.

Particularly good is the process for agreeing budgets in that all of the BID team are consulted and levy payers have the opportunity to comment on expenditure lines as part of the AGM.

Winchester BID's levy collection rate is good particularly given the high number of hereditaments and the BID keeps costs to a minimum through free local authority levy collection. Their costs on delivery and overheads, at 14%, is well under the usual levels.

Excellent KPI Board reports cover footfall, marketing and crime stats and a whole host of other data is collected to track performance which is very comprehensive and detailed. Excellent independent surveys are undertaken with good sample sizes covering various subjects and very thorough. Winchester BID uses the results to make changes to the services they deliver to meet levy payer needs so acts upon the feedback given. Overall, the monitoring and evaluation is first class.

In terms of levy payer communications, there is evidence of excellent levy payer interaction via a wide variety of methods. It is clear that the BID team are responsive to levy payers who get in touch or who have issues to raise. The AGM is also filmed and again, details are available on the website. There is also a welcome pack and process for welcoming new businesses to the BID.

Winchester BID keeps good marketing and communications plans with clear calendars and costs, objectives and target audiences for particular campaigns.

This is a BID that has clearly maintained an excellent relationship with its Local Authority with participation (they are on the Board) and collaboration on both sides as well as good monitoring.

Overall, Winchester BID is very well-managed, mature BID with some excellent processes both internal and external and is a BID that puts its levy payers at the heart of its operations.

The Bb Advisory Board said that Winchester BID demonstrates exemplary standards in its operations and is a strong candidate for this prestigious award.

There are very few recommendations given how well Winchester BID is running its operation.

Recommendation: Terms of reference to be written and adopted for the Board, covering how often they meet, quorum, how decisions are made, what's on a standard agenda etc

Recommendation: Register of interests to be updated annually with all Directors and staff members checking their respective entries

Recommendation: Introduce a risk register showing internal risks to BID and external risks for project delivery with a red, amber, green rating