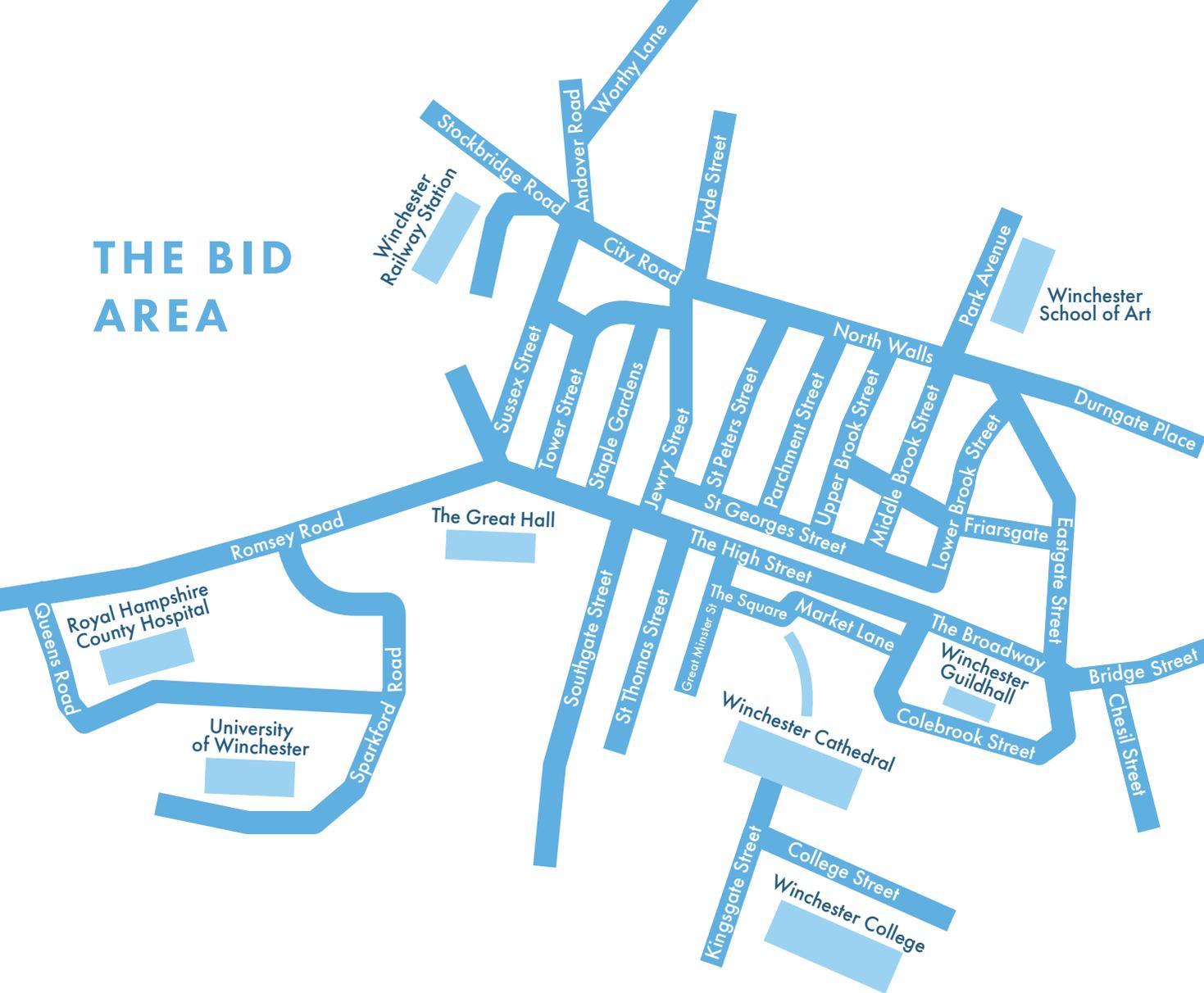


# ANNUAL REVIEW 2025-26



## 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, services and events 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 21 years and there are more than 340 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 18 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% or more 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 third 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](http://winchesterbid.co.uk)

# A YEAR IN REVIEW

Over the last year (2025-26), Winchester BID has provided a strong return on your BID levy investment. Here are the highlights:

## APRIL

Suzy Dierckx (Marketing and Social Media Manager) organised the **Bunny Hop Easter Trail** around Winchester which involved 269 participating BID members and 532 small groups and families took part. **Shopwatch** and **Pubwatch** meetings were arranged by Jane Bastock (Business Crime Reduction Manager) and were held regularly throughout the year. A new programme of enhanced **street cleaning and graffiti removal** began coordinated by Sarah Davis (BID Manager) which would see over 10,000m<sup>2</sup> of pavements in the BID area cleared of grime and chewing gum, and over 800 graffiti tags removed. Paul Spencer (Executive Director) participated in the **Winchester District UK Shared Prosperity Fund Partnership Board**. The BID attended a Winchester City Council public information event which provided an update for local people and businesses on the Development Delivery Plan for **Central Winchester Regeneration**. The BID and City Council were **awarded a grant from the Police and Crime Commissioner for Hampshire and Isle of Wight** for additional uniformed patrols in the city centre by **Winchester BID Rangers** and **Neighbourhood Services Officers**. This was to **help reduce antisocial behaviour and increase public confidence** by carrying out extra high-visibility patrols in ASB hotspots. The BID responded to the **Hampshire and the Solent Devolution consultation**.

The **Spare Change for Lasting Change** initiative raised £2,000 for homelessness charities **Trinity Winchester** and **The Winchester Beacon**. The BID sponsored **Winchester Books Festival** as part of the **Festivals in Winchester** programme. The results of the 54th **Winchester Business Barometer** survey were published.

## MAY

Huw Miles (Chair) welcomed attendees to the **Winchester BID AGM** which included a report by Paul Spencer on the BID's achievements during 2024-25 and future plans as well as a talk by **Danny Chambers, the new MP for Winchester**. There was a Q&A session, appointments to the Board of Directors were made and the accounts for 2023-24 were presented. Paul Spencer met with **Danny Chambers MP** and Winchester City Council's **Green Growth Economic Development Officer** for **business engagement visits in the city centre**. Paul Spencer was appointed **Chair of the South of England BIDs Group** which brings together BIDs from across the region to share best practice. The BID met with the new team at the City Council responsible for **street markets**.

## JUNE

**Summer floral displays** were installed across the city centre, including 484 hanging baskets and 30 boxes. The BID participated in interviews and workshops for

the **Winchester District Tourism Strategy consultation** and attended a Winchester City Council public engagement event on the **future of the former leisure centre site**. The BID supported the **Hampshire Property Breakfast** which was attended by over 130 people from architecture, property, regeneration and construction industries and is now a quarterly event. Paul Spencer met with **Mandy Boughton, the new President of Hampshire Chamber of Commerce**. Sarah Davis participated in the City Council's **Greener Futures Partnership** and met with the **Workplace Travel Network**. The 23rd annual **Winchester Business Excellence Awards** recognised the achievements of local businesses and rewarded them for their commitment to excellence. The BID supported **Winchester Garden Festival** as part of the **Festivals in Winchester** programme and organised **A Taste of Winchester Foodie Fortnight** which featured over 30 events, special menus, collaborations and exclusive offers designed to showcase the very best of local hospitality and produce. Paul Spencer met with **Danny Chambers MP** and Winchester Police **Chief Inspector Korine Bishop** for **business engagement visits in the city centre**.

## JULY

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**. The BID sponsored **Hat Fair** as part of the **Festivals in Winchester** programme. The BID supported the **Sustainable Business Network** event on the **productivity benefits of**

**greening your workplace**. The BID met with Winchester City Council, Police and businesses to discuss **management of busking in the city centre**. The summer **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 **local government reorganisation, Central Winchester Regeneration** and **Winchester Radio**. The BID responded to the **Local Government Reorganisation consultations** by councils in Hampshire and the Solent. The results of the 55th **Winchester Business Barometer** survey were published.

## AUGUST

The BID successfully renewed its **British BIDs accreditation** which is the industry recognised standard and externally assessed by independent auditors, providing an assessment of governance, management and operations, finance, performance management, communication and reporting. Paul Spencer met with **Danny Chambers MP**, Winchester City Council's **Business Engagement Manager, Cabinet Member for Business and Culture Cllr Lucille Thompson** and **Cllr Mark Reach** for **business engagement visits in the city centre**.

## SEPTEMBER

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. Sarah Davis participated in a workshop for the new **Destination Management Plan for Hampshire** led by Tourism South East and the newly accredited Hampshire,

Portsmouth, Southampton and Winchester **Local Visitor Economy Partnership**. The BID provided **emergency first aid at work training** for BID members. The BID sponsored **Winchester Heritage Open Days** and supported **Winchester Green Week** as part of the **Festivals in Winchester** programme.

## OCTOBER

Jane Bastock attended the **National Association of Business Crime Partnerships Conference**. 55 **winter hanging baskets** were installed at Staple Gardens, Charlecote Mews and City Business Centre. The BID sponsored **Winchester Poetry Festival** as part of the **Festivals in Winchester** programme. The BID attended the **Jane Austen sculpture unveiling at Winchester Cathedral** commemorating the 250th anniversary of Austen's birth. The BID worked with **Hampshire Growth Hub** to offer **fully-funded business growth mentoring sessions** to BID members. Suzy Dierckx delivered the **Spooky Winch seasonal campaign for Halloween** which involved a city-wide word search for members of the public to enjoy with 292 participating BID members and 550 small groups and families completed the trail. The autumn **Winchester BID Forum** provided an opportunity for businesses to network and receive the latest updates from the BID team as well as find out more about the **new sustainable delivery hub for Winchester** and **Winchester Youth Counselling**. Paul Spencer met with **Danny Chambers MP** and Winchester City Council's **Cabinet Member for Business and Culture Cllr Lucille Thompson** for **business engagement visits in the city centre**. The results of the 56th **Winchester**

**Business Barometer** survey were published.

## NOVEMBER

The **Winchester BID Rangers** scheme celebrated seven years since its launch and in that time had helped to recover over £113,000 worth of goods from offenders stealing from local businesses. Paul Spencer and Chris Turner (Business Development Director) attended the **National BIDs Conference** and Sarah Davis attended the **Business South Conference**. The BID responded to the **Community Governance Review consultation** on creating a new parish council for the currently unparished part of the city centre. The BID also responded to the **Local Government Reorganisation consultation** by the Ministry of Housing, Communities and Local Government (MHCLG). The BID sponsored **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 and Late Opening**. 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 basement level of 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** and the BID launched its new **Independent Business Directory**. The BID attended the **Our Creative Future Conference**

to help develop a shared vision for culture in Hampshire and the Solent. Paul Spencer participated in the **Hampshire Prosperity Partnership Super Cluster Forum** and met with the **Bank of England** to discuss the local and national economy, issues raised by businesses and the outlook for 2026.

## JANUARY

The first **Hampshire Chamber of Commerce Winchester Business Strategy Group** meeting of the year was hosted by the BID at **Winchester Business Hub**. Sarah Davis hosted a **networking morning 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. The BID met with the **Winchester Tourist Guides** to review the new programme of guided tours. Paul Spencer met with **Donna Jones, Police and Crime Commissioner for Hampshire and Isle of Wight** for **business engagement visits in the city centre**. The results of the 57th **Winchester Business Barometer** survey were published.

## FEBRUARY

The 24th annual **Winchester Business Excellence Awards** were launched. The winter **Winchester BID Forum** provided an opportunity for businesses to network and find out about the BID's plans for 2026 and other topics of interest

including **active and sustainable travel support for businesses and skills development opportunities with the University of Winchester**. Sarah Davis attended the **Association of Town and City Management (ATCM) Place Management Conference**.

## MARCH

Members of the **Winchester Business Crime Reduction Partnership Steering Group** met to review the partnership's activities. The BID provided **emergency first aid at work training** and worked with **Hampshire Growth Hub** to offer **business mentoring sessions** to BID members. Sarah Davis collaborated with the University of Winchester to deliver an exciting programme for **Winchester Fashion Week**. Suzy Dierckx organised the **Bunny Hop Easter Trail** across the city centre from 28 March to 12 April.



# 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 fourth 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 in St Thomas 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 BID 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 2025-26. The levy payable for 2026-27 is based on the 2026 valuation rating list.

		2025-26 Levy Bill	2025-26 Projected Actuals	2026-27 Levy Bill
<b>Income</b>	BID Levy	£507,869	£514,582	£613,803*
	External Income	£93,000	£106,703	£89,865
<b>Total Income</b>		<b>£600,869</b>	<b>£621,285</b>	<b>£703,668</b>
<b>Central &amp; Fixed Costs</b>		-£74,395	-£83,958	-£88,295
<b>Project Costs</b>	Better Promoted City	-£114,587	-£111,665	-£130,250
	Safe & Secure City	-£137,457	-£133,682	-£191,927
	Clean, Attractive & Sustainable City	-£176,500	-£190,457	-£190,250
	Thriving Business Community	-£94,100	-£92,365	-£99,125
<b>Total Expenditure</b>		<b>-£597,039</b>	<b>-£612,127</b>	<b>-£699,847**</b>
	Projected Surplus	£3,830	£9,158	£3,821

\* BID levy income based on the 2026 valuation rating list is expected to increase by 19% compared to the 2023 list (when income reduced following dramatic shifts in property demand caused by the COVID-19 pandemic) and by 5% compared to the previous 2017 list. The increase in BID levy income includes changes to rateable values as well as new properties coming into the list due to changes in government legislation and properties which came out of the list while undergoing significant refurbishment, redevelopment or reconstruction which are now back in use.

\*\*The main areas where additional investment will be made during 2026-27 include festivals and events, Winchester Business Crime Reduction Partnership, summer floral displays, Christmas lights, Savings and Advisory Service, health and wellbeing initiatives. Further detail on income and expenditure is available on the BID website.

# 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 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 32 St Thomas 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](http://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](mailto:enquiries@winchesterbid.co.uk)



 Printed on Carbon  
Captured paper