



Draft 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 and Chair, 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. The team are 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 and Values

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
- Martin Broad, University of Winchester
- Salar Brock, Rick Stein
- Harriet France, Jeremy France Jewellers
- 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**
 - 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.
 - 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 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.
 - 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 17,559 followers and we share content from BID members daily with our audiences.
 - To help promote Winchester as a visitor destination the BID works closely with Visit Winchester and the Discover Winchester consortium.
 - 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.
- **MANAGING AND ENHANCING THE CITYSCAPE**
 - 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.
 - 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 £50,060 worth of goods from offenders stealing from local businesses.
 - 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 £36,570.38 for homelessness charities The Winchester Beacon and Trinity Winchester.
 - 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.
 - 2,551 floral hanging baskets and boxes have been provided to BID members over the past 5 years.
 - 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.
- **SUPPORTING BUSINESS GROWTH**
 - In 2018 the BID launched a new and expanded Savings and Advisory Service to help BID members to save money in their business.
 - 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.
 - 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.
 - 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 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.
- **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.
 - 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.

- The BID has also provided regular comment on 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 created keeping in mind the continuous dialogue between the BID Board, the BID team and BID members, who have together been instrumental in enabling Winchester to evolve over the past 15 years to 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.
- **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.
- **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.
- **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, Winchester Independent Business Group and many more.

- **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.

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.

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 continue to 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 continue to 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 the future the BID will continue to deliver these popular events as well as 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 continue to 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 Trinity Winchester and The Winchester Beacon.
- **A CLEAN, ATTRACTIVE AND SUSTAINABLE CITY**
 - **Floral Displays:** We provide over 600 floral hanging baskets and boxes to BID members each year to enhance the appearance of the city centre. Any BID member can request this service for their premises and the floral displays will be installed in June and then watered and maintained over the summer before being removed in October.
 - **Christmas Lights:** Each year the BID has upgraded and expanded the Christmas lights scheme in Winchester to illuminate new areas and landmark buildings in the city centre. We will continue this work and cover all installation and maintenance costs for the new term.
 - **Additional Public Realm Enhancements:** The BID has managed additional regular street cleaning, above and beyond the statutory duties of the local authorities. This includes deep cleaning of pavements in the BID area and removing chewing gum as well as graffiti removal from business premises. We have also supported new public art installations and other public realm enhancements. The BID will continue to provide this service and will assist the local authorities in managing effective street cleaning, improved signage and better access to commercial areas.
 - **Sustainable Business Network:** We will maintain our membership of the Sustainable Business Network steering committee and deliver a programme of events to help businesses learn about how to reduce their carbon footprint. We will also continue to support Winchester's Air Quality Steering Group, Carbon Neutrality Steering Group, and the City Centre Partnership Climate Coalition.
- **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:** In 2013 we opened up our workspace and launched hot-desking and virtual office packages to support the growth of start-up businesses in the city. Winchester Business Centre provides affordable workspace 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 the Business Centre to provide better facilities for BID members and local businesses.
- **Health and Wellbeing:** In 2020 we launched a scheme to raise awareness of the importance of wellbeing at work. The BID will continue to help connect people who work in Winchester with local organisations which offer health-related services to enhance their fitness and wellbeing.
- **Equality and Diversity:** In the new term we will introduce a city-wide campaign in Winchester 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 enable business continuity for BID members in times of need. Examples from the past five years include offering snow clearing in winter, flood support, assistance during power loss and road works disruption, and a COVID-19 business support service.
- **Influencing the Agenda:** The BID regularly responds to consultations and provides comment on key issues which affect Winchester businesses. Recently, the BID has responded to consultations on the Winchester District Local Plan, Green Economic Development Strategy, Central Winchester Regeneration and the Winchester Movement Strategy. 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.

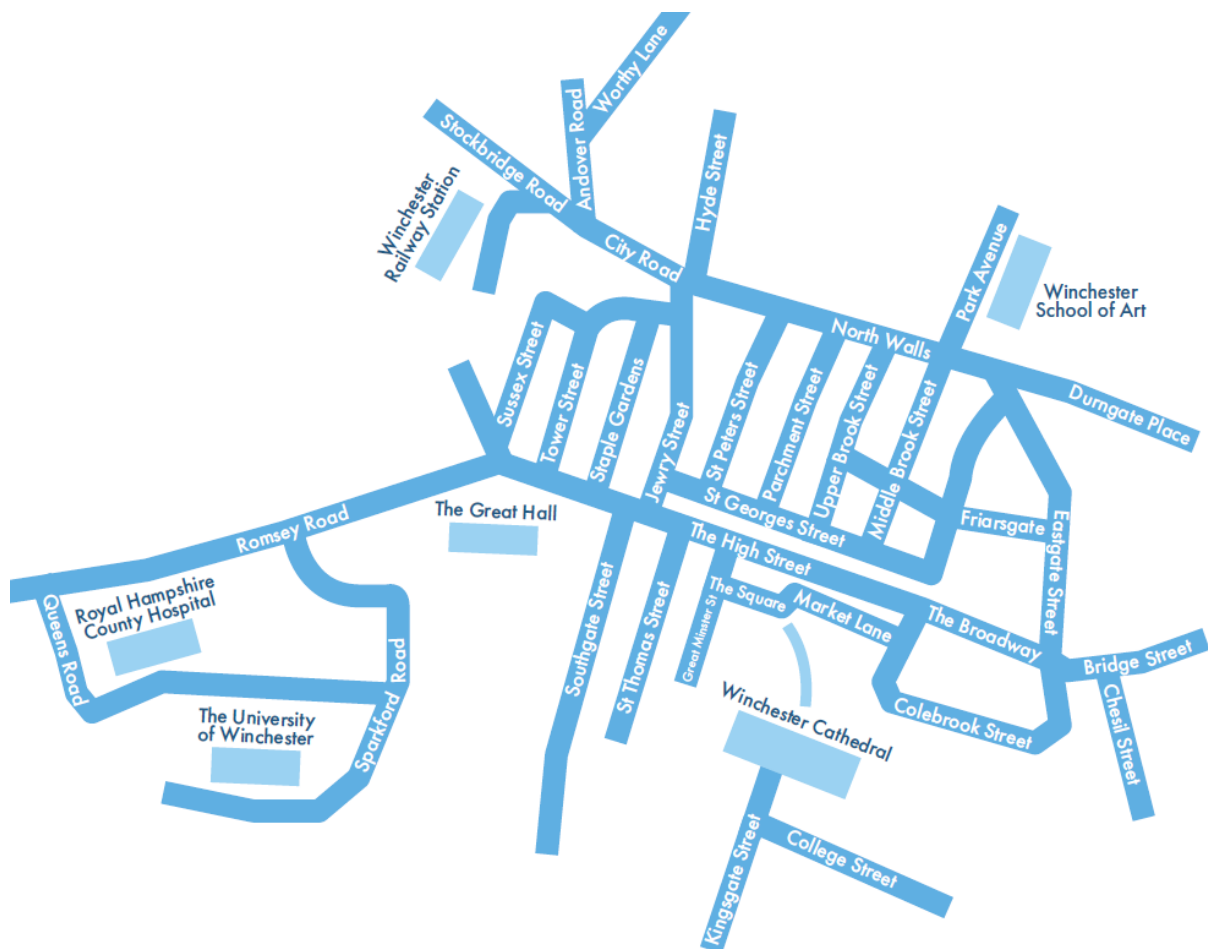
The BID Area

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.

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

Old Station Approach	St James Lane	The Square
Parchment Street	St Peter Street	Tower Road
Park Avenue	St Thomas Passage	Tower Street
Patenoster Row	St Thomas Street	Trafalgar Street
Peninsula Square	Staple Gardens	Trinity Gardens
Priory Gardens	Station Hill	Union Street
Queens Road	Station Road	Upper Brook Street
Romsey Road	Stockbridge Road	Upper High Street
Royal Oak Passage	Sussex Street	Victoria Road
Silver Hill	Sutton Gardens	Walcote Place
Southgate Street	Swan Lane	Water Lane
Sparkford Road	Tanner Street	West End Terrace
St Clement Street	The Broadway	Worthy Lane



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

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/governance
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.
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 by each property or hereditament 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. 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.
3. The number of properties or hereditaments liable for the levy is 931 (at the time of writing, May 2022).
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 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. Full BID levy rules can be found here: winchesterbid.co.uk/about

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 April 2022 Winchester City Centre Partnership held reserves of £237,650. 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 over £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 years
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 years
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 More 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 Five More Years

1. Ballot papers will arrive by post from 7 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.

Contact us

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