

# ANNUAL REPORT



# 2020/21

**WE ARE**

**Warrington**

**BID**

# A MESSAGE FROM THE CHAIR

**There is no doubt that the last 18 months has seen us navigate some significant challenges with the pandemic continuing to affect our business community and the local economy.**

**Government enforced lockdowns and localised restrictions really have had an impact across all sectors, and Warrington has had to work hard as we continue to be resilient and work our way through recovery.**

**As a BID we have faced many challenges with delivering on our aims and objectives to support Warrington. However, we have collectively worked together to support each other and the town centre and I firmly believe that if we continue in this same vein we will ride the storm and come through this stronger and better together.**

During these past 12 months, we have worked hard to ensure that our businesses are supported and connected along with developing our relationships with Warrington Borough Council, the Cheshire and Warrington LEP and Marketing Cheshire.

We have lobbied our local MPs for individual sector support, worked with Marketing Cheshire to raise the profile of Warrington as a place that is safe and welcoming to come to and we continue to collaborate with Warrington Borough Council on a whole host of opportunities to increase footfall and dwell time in the town centre.

Some of our key highlights have included developing our new brand through the “Welcome Back” video and summer festival and the Tour of Britain campaigns. We have re-developed our dedicated town centre website. During Spring/Summer, you will have seen our businesses working in the town centre on the Watch this Space project – a project that brings together the BID Team, our businesses and volunteers to improve a number of landscaped areas across the town centre. We have also supported Cheshire Police with funding their new recruit “Leo” who is now out and about in the town centre supporting our night-time economy!

You have also had the opportunity to attend the online BIDs sector steering group meetings to discuss your own specific concerns and we have provided support for individual businesses to help them through these difficult times. There has also been the all-important BID members survey, which gave businesses the opportunity to feedback their thoughts and opinions on the BID and how we prioritise our projects over the next 18 months.

Before you read the rest of the report, I would like to take this opportunity to thank each and every one of our businesses, organisations and traders for all their hard work.

Your commitment and passion to Warrington is quite simply inspiring!

We are Warrington and We are Proud!

**Emma Hutchinson**

Chair of the BID and Managing Director of Culture Warrington & LiveWire CIC

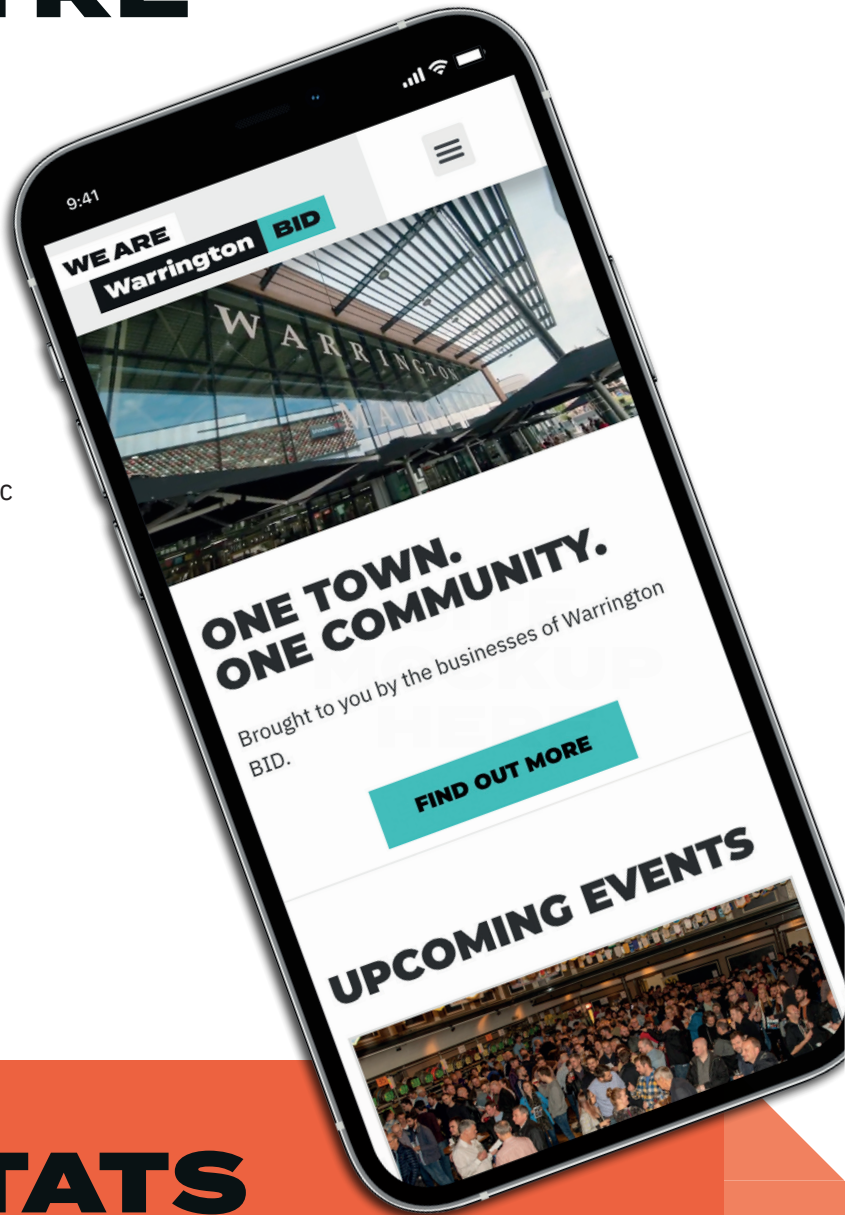
# THEME 01

## MARKETING A VIBRANT TOWN CENTRE

Our efforts to integrate our new brand for Warrington town centre into all our marketing and communication assets was a key priority for the BID. We have seen the We are Warrington brand develop through Facebook, Instagram and Twitter, the website has had a complete refresh and now features sections on Retail, Leisure and Hospitality, along with an extensive events and What's on listing. The BID's Warrington based marketing team have engaged with businesses, created content and competitions, developed blogs and press releases for individual businesses all of which have garnered fantastic traction with local and regional media outlets.

We have provided targeted marketing support to Warrington Borough Council, Golden Square, Warrington Market and Culture Warrington to raise the profile of a number of key town centre events including RivFest, Welcome Back Festival, Makers Market, Tour of Britain and Jimmy Carr to name a few.

The new "Welcome Back" video has showcased Warrington at its very best and this has been promoted to not only our local consumers but we have featured in Liverpool, Manchester and Cheshire.



## SOCIAL STATS



**1.11M TOTAL REACH  
ON FACEBOOK**

Up 39% from the previous year



**1000+ FOLLOWERS  
ON TWITTER**

Up 13% from the previous year



**171K IMPRESSIONS  
ON INSTAGRAM**

Up 100% from the previous year



**57K REACH  
FOR OUR  
WELCOME BACK  
CAMPAIGN VIDEO**



# THEME 01

## CONT.



Continuing with our theme to create a vibrant town centre, the BID collaborated with Warrington Borough Council, Cheshire Police, Kids Planet Daycare Nursery, Golden Square and the town centre businesses to launch the Watch this Space programme. Watch this space will see a series of projects delivered to improve a number of landscaped areas within the town centre and key gateways to the town. The first of which took place on Buttermarket Street during the summer. Look out for further details in what we have planned for the future later in this report.

In addition to these improvement projects our BID Board have been busy working with Warrington Borough Council, Cheshire Police and voluntary sector leaders to address relevant issues around crime, tackling anti-social behaviour and improving the quality of our town centre environment.



The impact from the BID's work is crucial in rebuilding our town centre. This was emphasised for us beautifully when they supported us to 'get known' when we moved to our gorgeous new premises in the heart of the centre.

**Sonia Johnson**  
Mamars at The Old Bank



It is safe to say that the businesses of Warrington appreciate the marketing support from the BID. We have often discovered new businesses through the work and advertisement done. We are excited to see what the future holds.

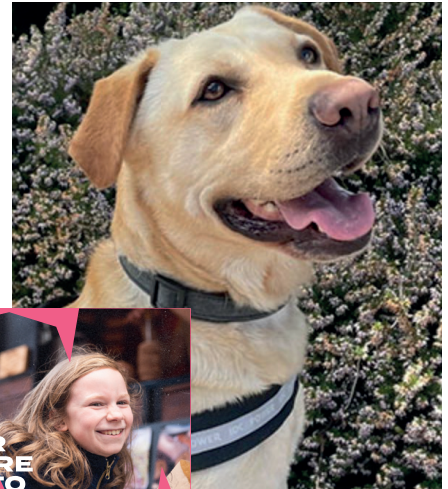
**Robert Leicester**  
Warrington Fruit and Veg in the Market

# THEME 02 & 03

## SAFER TOWN CENTRE AND ACCESSIBILITY

A key area of work throughout 2021 has been to ensure that our visitors feel safe and welcome when they visit the town centre. This has included relevant COVID safety messaging across all of our social media profiles along with town centre signage, updated and easy to navigate maps and regular cleansing regimes.

The BID has continued to make investments in crime reduction and security, this latest being a financial contribution towards tackling drug misuse in the town centre. Cheshire Police Dog Leo has also now completed his training and you may well have seen him out and about in the town centre.



Footfall is a key factor for any town centre business and the way the Warrington BID acted to ensure the town centre could re-open safely and swiftly was to be commended. As a business, we provided key works to a number of vital industries throughout the pandemic so the fact we were able to continue trading, with regular footfall coming to our offices in a covid safe environment was critical to not only our clients but also for the survival of our business.

**Andrew Hibbert**  
iSupply Group



As the lead BID board member for Safety and Environment, we have taken steps to work in partnership with key stakeholders to develop monthly Community Action Team (CAT) walks of the town centre to identify issues and determine actions required.

The group is a collaborative response of the BID, the town centre businesses, public services and voluntary & community groups across the town to focus on ensuring that our visitors have a welcoming experience in a clean and attractive environment.

**Lynne Bennett**  
The Gateway

# THEME 04

## DOING BUSINESS IN WARRINGTON

Our work throughout the pandemic has predominantly focused on providing our businesses with relevant support; this has included disseminating information about COVID business grant support, working with the council to deliver initiatives in the town centre through the Reopening of the High Street fund and supporting with the development of the Welcome Back Fund initiatives. Our BID team have been lobbying local MPs for individual sector support, they have been working with Warrington Borough Council, the Cheshire and Warrington Business Group and raising issues and concerns with the Cheshire and Warrington LEP.

The sector group meetings that have been held with our BID members throughout the year have provided insight and intelligence that has allowed us to develop robust recovery and sustainable action plans to support our town centre in the future.

We remain absolutely committed to our business community and we will continue to focus our efforts in supporting our businesses through these challenging times.



As a local business owner, the Warrington BID are great at engaging with me & ensuring I feel part of our town. Despite challenging times for revenues for Warrington BID, they have maintained a pro-active & excellent channel of information over the last 18 months. I am looking forward to working with Amy & the BID team to ensure we keep making Warrington a great place to do business.

**Gary Pemberton**  
Belvoir Warrington



It has been vital and reassuring for Cineworld to have the support of Warrington BID since opening in late 2019, just before businesses were affected by the lockdown periods. Whether through introductions to other local businesses, social media support, inclusion in their calendar of events or even just their knowledge of the town and its people, Warrington BID has helped to raise awareness of our fantastic new cinema in the town centre and continues to work alongside us to let the people of Warrington know that Cineworld really is the best place to watch a movie.

**Sonia Trayford**  
Cineworld Cinemas

# PLANNING FOR THE FUTURE

So what are our plans for the future! We remain committed to developing the We are Warrington dedicated town centre brand and work has already started on our town-wide Christmas marketing campaign, so please don't forget to tell us about your plans. The Watch This Space project will continue during the autumn with a bulb-planting scheme outside the Bus station. During spring, we will launch our green sustainability campaign and work with our BID members to develop projects and initiatives to support the COP26 agenda.

Although postponed in 2021, we are committed to supporting Warrington Wolves and Warrington Borough Council on the successful delivery of the Rugby League World Cup 2022 – a fantastic opportunity for us to raise the profile of Warrington as a great place to visit and stay.

The BID team will continue to be your first point of contact to discuss any issues or opportunities for your business. The team are here to provide advice and support to all our members, you just need to pick up the phone or drop the team an email.

We will re-launch the “no cost/low cost” annual training course/networking event/seminar schedule over the coming months. A great opportunity to upskill your staff.

## FINANCES

BID Income	Actual – Year 3 August 2020 – July 2021	Actual – Year 2 August 2019 – July 2020
BID Levy Income	£173,399	£237,712
Other Income	£4,025	-
Bank Interest	£3	£45
<b>Total Income 2020-2021</b>	<b>£177,427</b>	<b>£237,757</b>

BID Expenditure	Actual – Year 3 August 2020 – July 2021	Actual – Year 2 August 2019 – July 2020
Theme One – Marketing a vibrant town centre	£39,777	£184,089
Theme Two – Safer Town Centre	£5,000	£19,162
Theme Three – Accessibility	-	£5,628
Theme Four – Doing business in Warrington	£918	£18,546
Project Management & Administration	£86,088	£64,384
Accruals – Projects in Progress	£23,422	£-50,710
<b>Total – Expenditure 2020-2021</b>	<b>£155,225</b>	<b>£241,099</b>
<b>Total Income less expenditure 2020-2021</b>	<b>£22,202</b>	<b>£-3,342</b>
<b>Actual Surplus +/-</b>	<b>£54,762</b>	<b>£32,560</b>

# WARRINGTON BUSINESS IMPROVEMENT DISTRICT BOARD 2020/21

The Warrington BID is governed by a private sector-led board of BID levy-paying businesses. All board members do this work in a voluntary capacity. The board includes representation from all the key areas of the town centre and the main business sectors that operate across Warrington town centre.

## THE 2020/21 BOARD MEMBERS WERE

**Chair — Emma Hutchinson**  
Culture Warrington

**Vice Chair — Ian Cox**  
Golden Square

**Andrew Hibbert**  
iSupply/Real5

**Ian Fitzimmons**  
Acoustic Café

**Paul Blaney**  
Warrington Market

**Debbie Wheatcroft**  
The Vets

**Mark Weal**  
Warrington Wolves

**Neil Drum**  
Cheshire Police

**Mark Walton**  
Skipton Building Society

**Stephen Nixon**  
DATS Holdings

**Lynne Bennett**  
The Gateway

**Cllr Tom Jennings**  
Warrington Borough Council Member

If you are interested in supporting the work of the Warrington BID Board as a board member or by supporting one of the board's sub-groups please email [warringtonbid@groundwork.org.uk](mailto:warringtonbid@groundwork.org.uk) or the Business Improvement District Manager Amy Dawber [amy.dawber@groundwork.org.uk](mailto:amy.dawber@groundwork.org.uk).

Secretariat and management support for the Board was provided by the BID's accountable body Groundwork Cheshire, Lancashire & Merseyside.

## IN TOUCH USEFUL BID CONTACTS

It certainly helps to know who's who in Warrington. Add the following people and businesses to your little black book. They might come in handy.

**BID Team**  
Amy Dawber  
Warrington BID Manager  
Email: [amy.dawber@groundwork.org.uk](mailto:amy.dawber@groundwork.org.uk)  
Mobile No: 07810 123 994

**Investment & Events**  
Warrington & Co  
[www.warringtonandco.com](http://www.warringtonandco.com)

**Business Support & Advice**  
Warrington Borough Council  
[www.warrington.gov.uk](http://www.warrington.gov.uk)  
[covid-secure-business-advice](https://www.warrington.gov.uk/covid-secure-business-advice)

**Business Support & Training**  
Cheshire and Warrington Local  
Enterprise Partnership (LEP)  
[www.871candwep.co.uk](http://www.871candwep.co.uk)

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BID  
Warrington