

WARRINGTON TOWN CENTRE BUSINESS IMPROVEMENT DISTRICT 2



BID2 PROPOSAL 2023-2028

WE ARE
Warrington BID 2

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WHY DOES WARRINGTON NEED A 2ND TERM BID?

Our plan for a successor Business Improvement District for Warrington town centre provides a unique opportunity for businesses and stakeholders to once again unite and continue to build on the success of BID 1.

This plan has been produced by the Warrington BID Executive Board, based on the feedback businesses provided to us through the BID 2 consultations throughout the summer of 2022.

The BID board has been established since August 2018, representing the views and opinions of the Warrington town centre business community, with the aim of delivering a number of key objectives.

Our deliverables have included:

- Creating and developing our dedicated destination brand “We Are Warrington BID” with a **reach of more than 1 million consumers**
- Supporting and delivering town centre events including the more recent ‘**Warrington’s Weekend Wonderland**’ which saw over 60,000 visitors descend on our town centre
- Introducing crime prevention and security initiatives
- Creating opportunities for **environmental and aesthetic enhancements** across the town centre
- **Providing important support and guidance** our business community needed before, during and after the Covid pandemic

We want to further develop the town centre experience, ensuring that Warrington remains relevant and attractive to a broad range of consumers and visitors.

Through BID 2 we will promote Warrington town centre to over 1 million consumers from Warrington and neighbouring areas.

Since August 2018 we have made significant enhancements to raise the profile of the town centre, ultimately making Warrington the destination of choice for visitors and consumers. We recognise that there is still work to be done, particularly with the current economic challenges that will impact on consumer choices.

Through this proposal, we have set out our ambitious aims to build upon the successes we have achieved in BID 1.

Continuing to bring forward innovative, dynamic and exciting opportunities to; engage consumers, create great experiences for visitors, and build a stronger, resilient business community.

As a BID Board we are determined to deliver a plan that meets the current needs of the business community, delivering when possible, added value and additional investments into our town centre.

Please take the time to review the BID proposal, share with your colleagues and Head Offices and join us in voting Yes to another 5 years of success.

Emma Hutchinson

Managing Director of Culture Warrington and Chair of the Warrington BID Board



BENEFITS FOR YOUR BUSINESS

- ✓ Increased visitor and consumer numbers into Warrington town centre
- ✓ Growth and development of the “We are Warrington” brand delivering promotional campaigns showcasing Warrington town centre businesses to 1 million consumers each year
- ✓ Your business promoted with professional video and photography through the digital marketing platforms of ‘We Are Warrington’
- ✓ A programme of high quality events & festivals, attracting new consumers to the town centre and your business
- ✓ Insight into intelligence and information that tracks footfall, consumer behaviours and the wider performance of Warrington as a destination
- ✓ Access to a professionally managed business crime reduction partnership
- ✓ Improve the night-time economy experience and strengthen the reputation of the sector
- ✓ Additional investments into the aesthetics across the town centre through town centre dressing, planting schemes and public art installations
- ✓ Providing our BID members with additional information on business grants, support opportunities along with local town centre networking opportunities and supporting inter-trading, with a particular focus on the BID reinvesting its funding locally
- ✓ Continued work with regional government funded bodies and Warrington Borough Council

HOW MUCH WILL IT COST YOUR BUSINESS?

BIDs are designed to be fair. Larger businesses invest more than smaller ones with all business sectors benefiting from the improvements. The town centre is home to a number of office and professional service-based companies, all are contributing members of the BID where their premises have a rateable value greater than, or equal to £15,000.

The average cost for small and medium sized businesses in the BID area is **£1.57/day**.

Nearly **50% of premises in the BID area pay less than £1/day** with hundreds of businesses exempt due to their premises falling below the £15,000 threshold.

All levy contributions will provide nearly £1.6million of additional investment in the town centre, representing great value for levy payers.

% of RV

The cost of the levy for each business is a percentage of its rateable value.

1.5% LEVY

The BID levy payable for each hereditament in year one of the BID will be 1.5%*.

>£15k

EXEMPTION THRESHOLD

The BID levy will be applied to all business ratepayers with a rateable value of £15,000 or more.

*The percentage levy charge will increase annually by 0.05% of a hereditament's rateable value (e.g. in August 2024 the levy will be 1.55% an average cost increase equivalent of 7pence/day).

All organisations should consider the proposed cost of the levy as an investment – The investment from each business is pooled with the levy contributions from existing BID payers, providing significant investment which is spent entirely in the town centre during each year of the BID term.

The BID in Warrington town centre has delivered a strong track record of success, reaching new consumers, creating a new narrative for Warrington as a destination, bringing together businesses and stakeholders to work together creating an improved, stronger and more successful town centre.

“SINCE 2004 WHEN BIDS WERE INTRODUCED, MORE THAN 350 HAVE BEEN APPROVED ACROSS UK TOWN AND CITY CENTRES”

For most, the cost of the BID levy will be less than the price of a cup of coffee per day.



THE BID AREA

This map shows the geographical area of the proposed Business Improvement District for Warrington town centre highlighted in teal.



ROAD NAMES

Academy Street	Cockhedge Lane	Friars Lane	Naylor Street	Stanley Street
Academy Way	Cockhedge Way	Golden Square	Orford Street	Suez Street
Arpley Street	Crosfield Street	Hanover Street	Palmyra Square North	Tanners Lane
Bank Park	Crown Street	Hill Street	Palmyra Square South	The Mall
Bank Street	Dallam Lane	Horrocks Lane	Parker Street	Thynne Street
Barbauld Street	Dial Street	Horsemarket Street	Patten Lane	Tilley Street
Bath Street	Dixon Street	James Street	Prince Henry Square	Time Square
Blackhurst Street	Dolmans Lane	Kendrick Street	Regent Street	Town Hill
Bold Street	Egypt Street	Legh Street	Rylands Street	Union Street
Bridge Street	Ebenezer Place	Mersey Street	Sankey Street	White Street
Bridgefoot	Erwood Street	Midland Way	Scotland Road	Wilson Patten Street
Buckley Street	Fennel Street	Mike Gregory Way	Smith Street	Winmarleigh Street
Buttermarket Street	Foundry Street	Moulders Lane	Springfield Street	Winwick Road
Cairo Street	Friars Gate	Museum Street	St Austins Lane	Winwick Street

GUIDING PRINCIPLES FOR THE BID

WE ARE

Warrington BID 2

Working in the best interest for you, and your town

The Warrington BID will be governed by town centre businesses for town centre businesses and will deliver only the priority actions which have been identified by the businesses within Warrington town centre. It is, therefore, considered of paramount importance that the BID should display the highest possible standards of integrity and governance.

The BID will ensure that it operates in a transparent and accountable manner reporting on investments and achievements each year through the annual report and accounts.

The BID will be proactive in communicating and reporting to levy payers and other key stakeholders throughout its 5-year lifespan.

YOUR CURRENT BID BOARD

Emma Hutchinson	Chair of the Board and Managing Director of Culture Warrington
Ian Cox	Vice Chair of the Board and Centre Director of Golden Square Shopping Centre
Carla Yearsley	Regional Development Director – Northwest, Lloyds Banking Group
Ben Wakerley	Managing Director, Warringtons Own Buses
Dave McNicoll	Chief Executive Officer, Warrington Youth Zone
Dr Brendan O’Sullivan	Deputy Provost Of University Centre Warrington
Lynne Bennett	Centre Manager, The Gateway
Jenny Arnot	Owner, Bold Street House and Vandal Bar and Kitchen
Andrew Hibbert	Co-Owner/Director, i-supply and real 5
Cllr Tom Jennings	Cabinet Member for Economic Development and Innovation, Warrington Borough Council
Neil Drum	Chief Inspector for Warrington, Cheshire Constabulary

See the section on governance for further detailed information about the proposed BID governance.

THE MAIN BID BENEFITS IN 10 POINTS

A Warrington Business led partnership **working together to raise the profile of the town centre**

Nearly £1.6m private sector led investment to deliver an **enhanced programme of projects and initiatives to support Warrington town centre** as a destination of choice for shoppers and visitors

New investment into **tackling Anti-Social behaviour** and business crime

The BID will continue to be a **single dedicated voice** for Warrington town centre businesses

Marketing reach and engagement to over 1 million consumers through the We Are Warrington brand. Giving BID members a platform to promote their business directly to the consumer

Additional investments into an annual portfolio of **high-quality events and festivals**

Supporting Warrington town centre businesses to grow and thrive by **providing dedicated support and investments** into “free or low cost” training for employees

Investments above the council’s statutory baseline to ensure Warrington town centre is **greener, cleaner, safe and an attractive place for shoppers and visitors**

A dedicated, proactive BID team based locally, **working on behalf of your business.**

New **investments into footfall intelligence & visitor behaviour** software, that will enable us to market Warrington town centre as a destination of choice, to a targeted audience.

WHAT WILL THE BID DELIVER?

WARRINGTON TOWN CENTRE CHALLENGES AND OPPORTUNITIES

During the latter part of 2021 and the summer of 2022 all businesses across the town centre had the opportunity to share their views on Warrington town centre through a challenges and opportunities consultation. We received more than 130 responses from businesses and organisations who contributed their views. This evidence highlighted key priorities for additional investment into Warrington, including marketing and promotion of the town centre, management and delivery of events, safety and crime prevention initiatives, improving the aesthetics of the town centre and individual business support.

SOME OF OUR KEY FINDINGS FROM THIS CONSULTATION INCLUDE:

Develop a programme of festivals and events that are focused on growing visitor numbers throughout the year – 86% of respondents expressed this is important for the successor BID to develop and make investments into an annual schedule of events and festivals, attracting visitors and consumers to Warrington town centre.

A need to continue the marketing and promotion of Warrington as a destination of choice - It is essential that we continue to promote everything about Warrington town centre. Whether that be individual marketing support for our businesses and organisations, promotion of events and special offers or shouting to the world about the town's regeneration plans, we need to ensure that Warrington is seen as a place that you can shop, spend your leisure time, work and enjoy different experiences. 96% of respondents to the consultation have reported that the marketing of Warrington was important or moderately important to the success of their business.

A variable experience for consumers - the quality of the visitor experience can be further improved through investment in town centre aesthetics. 87% of respondents reported that they would like to see investment into town dressing, planting schemes, hanging/railing baskets and public art installations. All these investments would be added value, above any schemes that are currently delivered by Warrington Borough Council.

Improvement in consumer communication to promote events. The BID will develop its client relationship management system and communication channels to further improve the sharing of intelligence, information and news across the business community.

Tackling anti-social behaviour. Respondents have highlighted anti-social behaviour as prevalent in the town centre and this is impacting upon the consumer experience. We have identified a number of projects and initiatives to support us with managing anti-social behaviour in the town centre.

THEME 01 PASSIONATE ABOUT OUR PLACE

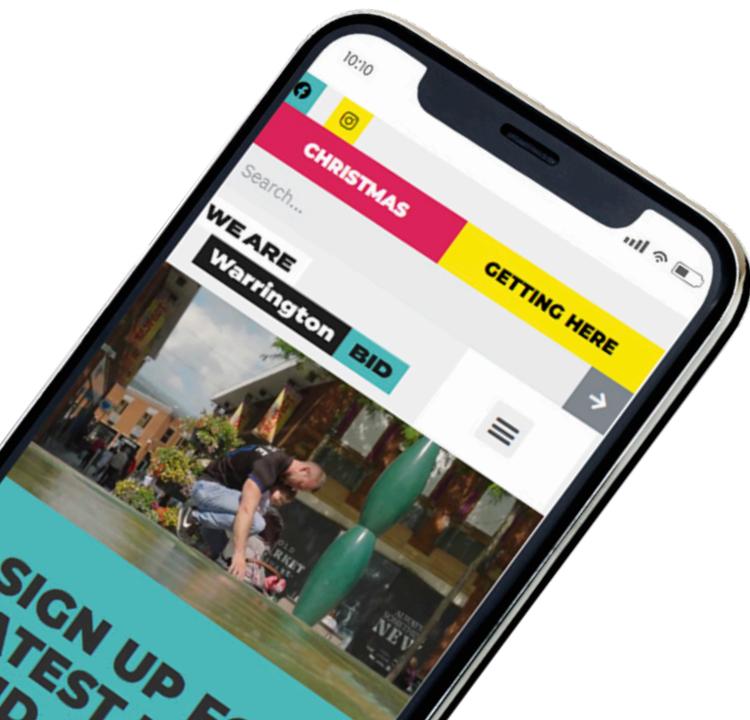
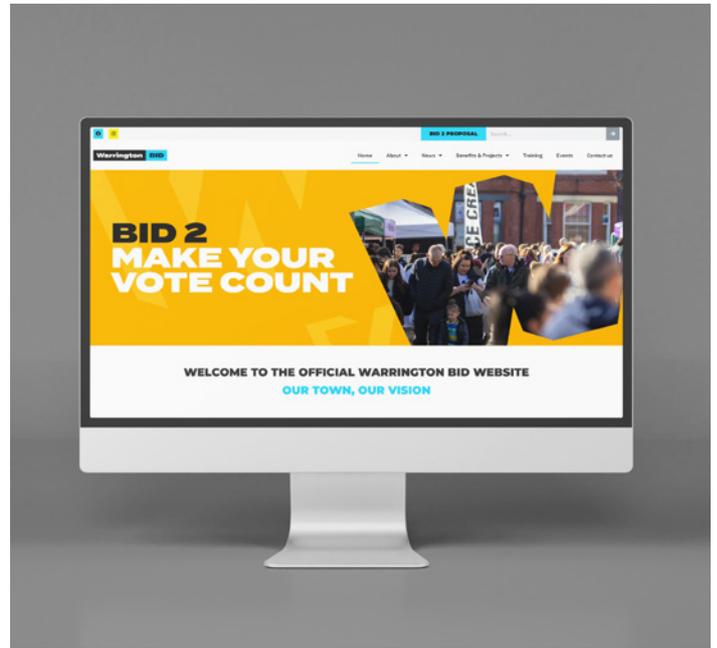
We want to further develop the town centre experience, ensuring that Warrington remains relevant and attractive to a broad range of consumers and visitors.

Through BID 2 we will promote Warrington town centre to over 1 million consumers in Warrington and neighbouring areas.

Since 2018 the BID has been instrumental in raising the profile of Warrington town centre through the 'We are Warrington' brand.

WE HAVE ACHIEVED THIS THROUGH:

- Introducing a dedicated town centre website www.wearewarringtonbid.co.uk
- Managing and developing social media platforms on Facebook, Twitter, Instagram, LinkedIn and Tiktok
- Creating and delivering a dedicated year round programme of marketing and promotional campaigns to raise the profile of Warrington town centre



VOTE YES!

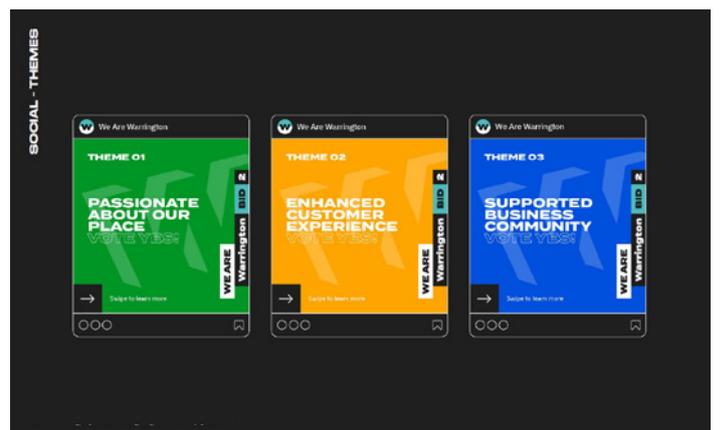
BID 2 WILL GROW AND DEVELOP THE WE ARE WARRINGTON BRAND THROUGH:

- Maintaining and growing the We Are Warrington BID consumer website to raise the profile of Warrington across the North West
- Introducing enhanced investment in social media to grow the online reach of businesses across Warrington town centre through key social media platforms, such as Facebook, Instagram, Tik Tok, LinkedIn and Twitter
- Working with established social media influencers to promote the town centre to new audiences
- Introduction of business/trader spotlights that will feature in local media and on digital marketing platforms
- We will further invest into professional video and photography production to enhance the promotion of the town centre and its resident organisations
- Introduction of consumer online and hardcopy bulletins to promote relevant information including town centre events, special promotions, business promotion and good news stories
- A planned programme of PR and editorial features in local and regional publications
- Targeted marketing campaigns to reach different and new audiences and consumers across Cheshire, Greater Manchester and Merseyside



“The Warrington BID has been fundamental to the development of the town. Not only have they hosted events, which continue to increase footfall to the town and the businesses within, they have harboured a growing relationship with all local businesses and will always strive to help them. I’m proud to work with the BID, and will continue to, into a second term”.

– Keith Peers, Store Manager, Wilko’s



THEME 02 DELIVERING AN ENHANCED EXPERIENCE FOR CONSUMERS AND VISITORS

Our research and consultation with businesses has identified a range of opportunities to create an enhanced experience for consumers and visitors. We believe a successor BID can achieve this through:

1. Developing and delivering an annual portfolio of events and festivals
2. Tackling anti-social behaviour in Warrington town centre
3. Delivering environmental enhancements to lift the look and feel of Warrington town centre
4. Connecting and investing to reduce, challenge and raise awareness on anti-social-behaviour to improve the town centre by day and at night.

EVENTS AND FESTIVALS

BID2 will deliver a business led annual portfolio of high-quality events and festivals which could include:

- Krazy Races
- Food and Drink Festivals
- Christmas Weekend Wonderland 2023 and beyond
- Pride Festival
- Luna New Year
- Heritage and Cultural events that portray the story of Warrington



VOTE YES!

“
THE BID
HAS MY
100%
SUPPORT.”

GARY PEMBERTON
Managing Director, Belvoir!

AESTHETICS AND ENVIRONMENTAL ENHANCEMENTS

BID 2 will make investments into improving the aesthetics across Warrington town centre through town centre dressing, new planting schemes, hanging/railing baskets and public art installations.

- We will work with stakeholders and community groups in Warrington town centre to develop a portfolio of projects to enter into the RHS in Bloom Awards
- Make investments into landscaping, sustainable planting schemes, introduce hanging/railing baskets across the town centre and the key gateways into Warrington
- Work with local artists, cultural and arts communities to develop public art installations across the town centre

SAFETY AND SECURITY

A safer and more secure day, evening and night time economy:

1. Implementation of a Business Crime Reduction Partnership including
 - Enhanced Radio Network
 - DISC system to securely share offender information and risks
 - Additional resource to work with partners and businesses tackling ASB issues
2. Delivery of a night time and evening economy experience that meets or surpasses standards of excellence through Purple Flag Accreditation for Warrington town centre
 - Purple Flag Status is recognition that Warrington Town Centre has a well managed evening and night time economy
 - Key to achieving this will be the work the BID will deliver to support local evening and night time operators to enhance standards, share information and work together to create a safe, fun & enjoyable experience for consumers during the evening and night-time



THEME 03 BUILDING A SUPPORTED COMMUNITY OF TOWN CENTRE BUSINESSES

The BID will continue to bring together and support the Warrington Business Community ensuring all businesses have the opportunity for their voices to be heard.

“ We believe businesses need to be part of the conversation about the future development and management of Warrington town centre. Only the Business Improvement District can realise this objective. The BID will continue to act as a catalyst for business led, positive change in Warrington town centre.



**WE BELIEVE
HAVING A BID
IS VITAL TO
ENSURING THE
VOICES OF ALL
TOWN CENTRE
BUSINESSES
ARE HEARD AND
SUPPORTED.**

CARLA YEARSLEY

Regional Development Director, Lloyds



VOTE YES!

BID 2 WILL:

- **Deliver a private sector led partnership for change** – We will ensure the private sector led BID Board continues its work to bring together the views and interests of BID Levy payers.
- **Provide a BID delivery team** - Providing a first point of contact for your business, giving support to resolve issues and explore opportunities that relate to the delivery of the BID business plan.
- Distribute regular news and information of relevance to Warrington town centre businesses - the BID will provide regular updates and information on news, events, business support opportunities in Warrington town centre.
- Lobby for Business Support – BID 2 will continue the BIDs work lobbying for grant and business support opportunities for Warrington town centre businesses. Sign-posting businesses and organisations to the relevant public agencies including Warrington Borough Council and regional agencies.
- Deliver new insights and data about our town centre consumers – The BID will invest into footfall and consumer data software to better understand the visitor journey, where they are travelling from, lifestyle behaviours, and the demographic they represent
- Provide free and low cost training – Deliver free or low-cost training courses for your employees. These could include first aid at work, mental health first aid, health and safety in the workplace, visual merchandise, digital marketing, social media, customer service and manual handling.





BACKED BY





Working with the BID has had a huge impact on our business in such a short space of time. From one of the best weekends since we opened 15 months ago (footfall & turnover) thanks to Warrington Weekend Wonderland, to support for our Community initiatives strengthening our resolve to become a Community Interest Company to even better partnerships with our neighbouring businesses. We can't wait to get involved with what comes next. It's so good to see passion for local initiatives, particularly in such difficult times and we are more than happy to give as much back as we can too.

SONIA JOHNSON

Founder, Mamar's at the Old Bank

HOW THE BID WILL OPERATE

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The BID Board will meet a minimum of 6 times a year and will include representation from the key sectors including retail, leisure, night-time economy, public sector, 3rd sector, professional and other business services.

The Board will also include representation from a range of business types and sizes, including smaller independent businesses and businesses that are part of larger groups. The BID Board will invite Warrington Borough Council and Cheshire Constabulary to relevant meetings in an advisory capacity. This is in addition to their option to put forward a formal BID Board member where they are occupiers of hereditaments within the BID area. The BID Board will select a Chair and Vice Chair from the membership of the BID Board with responsibility to lead Warrington Town Centre Business Improvement District 2.

Any business/organisation with a liability for payment of a BID levy will be able to put a representative forward for appointment onto the Board, who will be elected through an annual meeting of members of the Business Improvement District or by the appointed board where vacancies arise between AGMs.



The BID body will be Groundwork Cheshire, Lancashire & Merseyside (CLM). Groundwork CLM are a not-for profit registered charity and limited company, established in 1983. They have operated specialist Business Improvement District management services since 2005. Groundwork CLM has managed the Warrington Business Improvement District since its inception in 2018 and following a tender process have been re-appointed to manage BID 2, if successful at ballot. Groundwork CLM also provide BID management services to other town centres including Northwich, Burnley and Wilmslow.

Groundwork will be the BID body, accountable for managing the receipt of income and subsequent delivery of services in Warrington town centre under the direction of the Warrington BID 2 Board.

The Warrington town centre BID will operate for five years between the period 1st August 2023 through to the 31st July 2028. The BID will commence 73 days after the notice of the results of the Ballot (expected 19th May 2023).

PERFORMANCE MONITORING

The BID will monitor and report on a range of key performance indicators (KPIs) including:

Footfall research: In particular, when festivals and events are being delivered at key periods

Crime and Safety - Incidence of crime statistics

Consumer Perceptions

Business Community Perceptions

Retail Vacancy Rates

Marketing and PR - Digital Media Statistics and Analysis of Data

VOTE YES!

REPORTING THE WORK OF THE BID TO LEVY PAYERS

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Board through the following communication channels:

- **BID Financial Statement - A BID financial statement will be issued with each BID levy demand. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months.**
- **The Warrington Business Improvement District 2 Annual General Meeting.**
- **Warrington Business Improvement District 2 Annual Report and Accounts.**
- **Regular website and social media updates, e-bulletin, printed newsletters, blogs, press releases and networking events.**



BID 2 IS NEEDED TO DRIVE OUR TOWN CENTRE FORWARD IN ORDER TO THRIVE IN THE FUTURE, FOR THIS REASON I WILL BE VOTING YES TO BID 2

TREVOR PERCIVAL

Relationship Director, Lloyds Banking Group

BUSINESS PLAN FINANCES

INCOME	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Surplus from BID 1 (£)	35,000	0	0	0	0	0
Forecast BID Contribution (£)	260,000	268,667	277,333	286,000	294,667	1,386,667
Match Funding / Other Income (£)	12,500	21,000	42,100	46,310	50,941	172,851
Estimate of Predicted Revenue (£)	307,500	289,667	319,433	332,310	345,608	1,594,518

BID EXPENDITURE	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Theme One - Passionate about our place (£)	60,000	63,000	66,150	69,458	72,930	331,538
Theme Two – Delivering an enhanced experience for consumers and visitors (£)	172,500	166,250	182,838	191,767	197,793	911,147
Theme Three – Building a supported community of town centre businesses (£)	29,000	30,450	31,973	33,571	35,250	160,243
Management and Levy Collection Costs (£)	31,700	33,335	35,057	36,870	48,780	185,742
Total Annual Expenditure Budget (£)	293,200	293,035	316,017	331,666	354,753	1,588,670
Project Contingency and Estimated Cashflow Balance (£)	14,300	10,932	14,348	14,993	5,847	5,847

Where the level of income recovered through the BID levy is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income.

The costs for developing the BID have been funded by the existing Warrington BID 2018 - 2023.

The costs of levy collection by Warrington Borough Council will be recovered from the BID levy.

The cost of the BID ballot is funded directly by Warrington Borough Council.

The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

Businesses and organisations that are not liable for a BID levy may apply to become a voluntary member of the BID at the discretion of the BID Board.

THE BID LEVY

All non-domestic ratepayers in the geographical area with a rateable value equal to or above £15,000 will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/ leaseholder (when units are vacant) in the BID geographical area.

Hereditaments with a prime purpose of use as a place of worship will be excluded.

The first Business Improvement District levy will be charged for the period 1st August 2023 through to 31st March 2024. The second and subsequent BID levies will be for the relevant liable period (up to 12 months) from the 1st April each year until the final BID levy which will be issued for the period covering 1st April 2028 for a four month period ending 31st July 2028.

Warrington Borough Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy must be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan.

Warrington Borough Council will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates. Unless otherwise agreed in writing between the BID Body and Warrington Borough Council as the billing authority, the BID levy invoice is payable by whomever is the liable party for non-domestic business rates on the date the levy is invoiced. No refunds will be payable where there is a change of ratepayer or ownership before the next levy is invoiced.

The BID levy will be 1.5% of rateable value for all hereditaments and will increase by 0.05% of a hereditament's rateable value every 12 months from April 2024, to provide a small annual increment to allow the level of investment to be maintained. All hereditaments with a rateable value below £15,000 will be exempt, however those businesses who wish to make a voluntary contribution towards the BID may do so and the levy will be calculated at 1.5% of rateable value in the first year and will increase by 0.05% from Year 2 – Year 5. A 25% discount for managed indoor premises in Golden Square and Cockhedge will apply to reflect significant service charges already incurred by these managed indoor centres.

Levy payments will be based on the 2023 valuations. The 2023 valuations on the day of the ballot will remain fixed for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area.

In these circumstances hereditaments will become liable for a new / varied BID levy towards the Warrington BID and the income and expenditure budgets will be amended in line with this variation to enable the BID to invest at the new levels of income available.

Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated from a value equal to or above £15,000 during the refurbishment (in which case the last valuation before zero rating will apply). In these circumstances, it will be the registered business rate payer at the time that the notice of ballot is issued who will be entitled to vote in the BID ballot.

In any circumstances where an overpayment has been made, for example if a hereditament is revalued at a lower value, a credit will be given for the BID levy only where a written notification and request is received within 3 months of the BID levy date.

**WARRINGTON
BID IS SET TO BE
A KEY PART IN
THE FUTURE
GROWTH OF
WARRINGTON...
SOMETHING WE
ALL NEED TO
SUPPORT.**

IAN COX
Centre Director, Golden Square

THE BALLOT

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

FOR THE BUSINESS IMPROVEMENT DISTRICT TO PROCEED THERE MUST BE:

A majority voting in favour of the proposal from the number of votes cast.

A majority in the of aggregate rateable value from votes cast in favour of approving the proposal.

THE BALLOT TIMETABLE

Ballot papers will be sent out to reach eligible businesses on the **19th April 2023**. The ballot will close at 5pm on the **18th May 2023**.

The result of the ballot will be declared on the **19th May 2023** or as soon as possible after this date.

BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by Warrington Borough Council a number of baseline commitments have been provided.

These baselines relate:

Street Cleansing, Licensing, CCTV, Street Scene, Highways, Event Management and Parking

The Warrington BID 2 Board will measure the baseline delivery from Warrington Borough Council and will ensure the BID's funding does not back fill or fund any baseline / statutory services. To view the operational agreement from Warrington Borough Council visit www.warringtonbid.co.uk

VOTE YES!

HOW TO VOTE

**BALLOT PAPERS
DISPATCHED
19TH APRIL**



WE ARE Warrington BID 2

Deadline to request replacement or lost ballot papers
Friday 12th May 2023

HOW TO VOTE

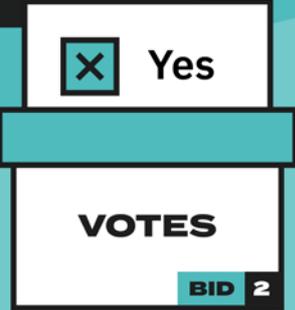
**BALLOT
CLOSES
18TH MAY**



WE ARE Warrington BID 2

HOW TO VOTE

**RESULTS
ANNOUNCED
19TH MAY**



WE ARE Warrington BID 2

FREQUENTLY ASKED QUESTIONS

What is a Business Improvement District (BID)?

The BID is a unique opportunity for businesses across the town centre to take a lead in the management and improvement of our town centre.

An additional investment led and principally funded by the private sector

- ✓ The BID will generate nearly £1.6m of investment into Warrington town centre between 2023 - 2028.
- ✓ This investment will be ring-fenced, managed and delivered by a business-led partnership known as the BID board, who will be answerable to the wider business community who fund the BID.

Where does the investment come from?

- ✓ The investment will principally come from a small additional levy on each premises (hereditament) within the town centre with a rateable value equal to or above £15,000.
- ✓ The cost for the average premises will be £1.57/day, with the smallest premises paying less than 62p/day.
- ✓ Together this will raise an investment of nearly £1.6m over 5 years, which we expect will lever additional funding from a range of sources.

Who decides if the BID is to be introduced?

- ✓ All eligible premises will be able to take part in a confidential 28-day postal ballot vote to approve or reject the proposal for a BID in May 2023.
- ✓ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the BID will come into operation from 1st August 2023, when all premises with a rateable value equal to or above £15,000 will pay the annual levy towards the BID.

How is this different to business rates?

- ✓ The BID levy is separate from your business rates. Business rates are a statutory tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- ✓ The BID levy is collected by Warrington Borough Council, the money is ringfenced and then paid over to the BID body. The funds are then invested in added value projects and initiatives in the town centre, which are featured in the Warrington BID proposal. The money can't be invested in the statutory services that the council provide.

WE ARE

Warrington BID 2

**WARRINGTON TOWN CENTRE
BUSINESS IMPROVEMENT DISTRICT 2
BID 2 PROPOSAL**



**To find out more about BID 2 and the ballot
process please scan the QR code.**



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