



KNUTSFORD

BUSINESS IMPROVEMENT DISTRICT

OUR 5 YEAR PLAN FOR A BUSINESS IMPROVEMENT DISTRICT

2026-2031



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KNUTSFORD BID: A NEW CHAPTER FOR OUR TOWN



A MESSAGE FROM THE CHAIR OF THE KNUTSFORD BID STEERING GROUP

Knutsford: a vibrant market town, mentioned in the Domesday Book of 1086, with a good quality combination of national and independent retail and hospitality businesses. It has a welcoming atmosphere, and a unique connection to one of the region's most iconic attractions - Tatton Park (which is also part of this BID area).

A BID would be a first for Knutsford - something completely new and never tried here before. It's a chance for us, the business community, to take the lead and make our own decisions about what our town really needs - not wait around for government direction.

With £1m of private sector funding, we have the opportunity to drive bold, practical change that benefits Knutsford right now and builds a stronger future on our own terms

The BID will focus on making Knutsford a more attractive, accessible and, importantly an economically resilient destination. Investing in environmental enhancements and improved public spaces. A BID will support the development of the towns calendar of events to drive footfall and encourages even stronger local civic pride.

The BID will also focus on marketing and PR to raise the profile of the town and promote all that Knutsford has to offer. Tatton Park attracts hundreds of thousands of visitors each year, but too many come and go without ever stepping into Knutsford. A key part of our BID ambition is to change that by strengthening the link between Tatton and our town, through better signage, easier transport, and joined-up visitor experiences. We'll make sure those visitors don't just pass by.

We want them walking our high street, eating in our restaurants, booking beauty treatments, discovering our shops - and even choosing to work or live here.

This is a chance to turn passing footfall into lasting local value. We are committed to ensuring that businesses have a strong, unified voice and the support they need to thrive. The BID will bring businesses and organisations together, drive investment, and act as a catalyst for positive change.

So please join me and Vote Yes to success and a £1m investment into Knutsford in November 2025.

Yours,

Helen Rogers

**Chair of the BID Steering Group and founder of Matix Accounts,
a Knutsford centre-based business of 14 years**



MEET THE KNUTSFORD BID STEERING GROUP

The Knutsford BID Steering Group has been drawn from companies and organisations across Knutsford. Organisations small and large, independently owned or operating as part of larger groups have all contributed to the development of this proposal for a BID.

Helen Rogers

Matix Accounts

Chair of the BID Steering Group

Adam Hilton

The Blind Pig

Annette McDonald

Tatton Estates

Caterine Hooper

Detaljer

Hattie Cufflin

Hot Cocoa Ltd

Hitesh Jesuja

Sigiriya

Zoe Garner

Oil Art Advisory

Councillor April Johnson

Knutsford Town Council

Representing the Bexton and
Town Centre ward

Julia Chard

Knutsford Olde Sweet Shoppe

Melanie Barnes-Batty

Knutsford Asset Management

Roberta Dyer

Roberta Beauty Redefined

Sean Spooner

The Lost and Found

Sue Henry

The Tea Room

Sandra Curties

Town Centre Manager,
Knutsford Town Council

Richard Milkins

Visitor Economy, Tourism &
Hospitality Manager
Cheshire East Council

HOW THE BID WORKS

BID BOARD

- ▶ All premises with a rateable value greater than £5.5k will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

VOTE

- ▶ Businesses within the Knutsford BID area form a representative Board to govern the BID.
- ▶ The BID Board includes representation from organisations across the Knutsford BID area.

- ▶ The BID Board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan.
- ▶ New projects and services agreed by the business-led BID Board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses.

INVEST, BENEFIT AND REPORT

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- ▶ A BID is an opportunity for businesses and organisations to take a lead in the management and improvement of Knutsford for a five-year defined period.

ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID in Knutsford would generate over £1m of business led investment over a five-year period and will cost the average premises the equivalent of £1.47 / day, and for 50% of premises less than £1 day.
- ▶ The investment will be delivered through a new private sector led Knutsford Business Improvement District Board. The Board will be made up of local businesses and organisations who contribute towards the BID and 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 paid by each premises (hereditament) within the BID area with a rateable value above £5,500. The proposed model will cost the average premises the equivalent of £1.47 / day.
- ▶ Together this will raise an investment of circa £1m, over 5 years, which we expect will lever in 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 28-day postal ballot vote to approve or reject the BID proposal. This will take place in November 2025.
- ▶ 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, the BID will come into operation from 1st April 2026, when all premises with a rateable value above £5,500 would pay the small annual levy (equivalent to 2% of their rateable value) to fund investments planned by the BID.

HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from business rates, which are a local tax collected by Cheshire East Council and pooled with council tax and government funding to support general services, with no direct link between what businesses pay and the services delivered. Any retained funds from business rates are principally invested in core council services including adult social care, children's services, domestic waste disposal, highways and economic development.
- ▶ The funds from the BID once collected will be held locally, under the control of local businesses and will only be invested in projects and services that are additional to base line services (highways, street scene, environmental enhancement etc) provided by the public sector.
- ▶ The BID funds will be invested under the direct control of the business community who pay the annual BID levies.

WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ Businesses and organisations have embraced BIDs since 2005, with notable examples that support town centres or city centres in Wilmslow, Altrincham, Northwich, Chester and Manchester.
- ▶ More than 300 BIDs have been approved by business communities in towns and cities across the UK since they were first introduced 20 years ago.



KNUTSFORD CHALLENGES AND OPPORTUNITIES

In 2024, Knutsford Town Council commissioned a Business Improvement District (BID) feasibility study to explore the potential benefits of establishing a BID in the town. As part of this process, a consultation was carried out with the local business community through an online survey, one to one stakeholder meetings and business workshops. The results from the consultation have helped to shape this draft business plan. A summary of the key headlines are listed below:

WHAT YOU TOLD US

“
Maximise the opportunity that being so close to Tatton Park provides – particularly with large events.”

“
Improve the cleanliness, lighting, security and highlight the uniqueness of the town's ancient ginnels and alleys.”

“
Lobby for improved frequency and quality of service of train routes and station arrival experience.”

“
Marketing support for the town's businesses via dedicated social media platforms.”

“
Introduce visitor monitoring/footfall measurement system and town event evaluation.”

“
Work with the public agencies, Cheshire East Council and Knutsford Town Council on improving the quality of the visitor experience.”

“
Knutsford's history/architecture/literary significance should be showcased more.”

“
Provide better quality and more events that are targeted at more than just families.”

Additional consultation was carried out in June and July 2025 with businesses and organisations across Knutsford. A five-year BID plan was shared with 399 organisations, alongside 162 in-person visits to gather views directly.

DETAILED FEEDBACK WAS SECURED FROM OVER 80 PREMISES, WITH STRONG SUPPORT EMERGING:

82%

agreed that the three proposed BID themes are the right priorities for improving Knutsford.

Businesses identified investment in **Enhancing the Knutsford Experience** as the top priority.

85%

of respondents said they were supportive or broadly supportive of the BID proposal and would vote in favour.

THE TOP 10 OPPORTUNITIES FOR A BID IN KNUTSFORD



1. GIVING BUSINESSES A STRONGER VOICE

The BID will provide a platform for Knutsford's business community to influence local decision-making, access funding opportunities, and shape the town's future direction.

2. BOOSTING FOOTFALL THROUGH EVENTS & EXPERIENCES

The BID will work with partners and stakeholders to build on existing events and introduce new high-quality events - markets, festivals, late-night shopping, and cultural activities to attract visitors and encourage local spending.

3. ENHANCING THE LINK WITH TATTON PARK

Enhance physical and promotional links between Knutsford town centre and Tatton Park to encourage two-way visitor flow, ensuring both locations benefit from increased footfall and engagement.

4. MARKETING AND PROMOTION

Working with key stakeholders to promote a strong, unified identity for Knutsford as a must-visit destination - targeting both residents and regional/national day-trippers through coordinated campaigns.

5. IMPROVING THE PUBLIC REALM

Invest in cleaner streets, greener spaces, better signage, and improved lighting to make the town centre more attractive, accessible, and welcoming.

6. SUPPORTING LOCAL BUSINESSES

The BID will provide free training, link businesses to support and provide networking opportunities, and collective services (e.g. waste management, joint procurement) to reduce costs and improve competitiveness.

7. ENCOURAGING A DAY-TO-NIGHT ECONOMY

Support the growth of Knutsford's evening economy by promoting dining, culture, and leisure options to encourage longer dwell times and more diverse opportunities.

8. IMPROVING ACCESSIBILITY & PARKING

Work with partners to address parking concerns, enhance signage, lobby for public transport improvements, promote public and active transport options, and make it easier for people to work, visit and stay longer.

9. ENHANCING SAFETY & SECURITY

Introduce initiatives such as business crime reduction partnerships, or improved CCTV to create a safer and more secure town environment.

10. INFLUENCING LOCAL INVESTMENT THROUGH DEVOLUTION

As devolution brings greater powers and funding to the region, the Knutsford BID can act as a key voice in shaping how investment and resources are directed locally. By aligning BID priorities with the wider Cheshire and Warrington devolution agenda, the BID can champion the needs of Knutsford's business community - ensuring the town benefits from infrastructure improvements, skills funding, transport upgrades, and place-based regeneration initiatives.



“We believe in Knutsford's potential - and the BID helps us unlock it.”

SEAN SPOONER, MANAGER, LOST & FOUND

WHAT CAN A BID DO FOR ME?

INDEPENDENT RETAILERS	NATIONAL RETAILERS	LEISURE, HOSPITALITY AND TOURISM	PROFESSIONAL AND OFFICE SECTOR
▶ We're committed to increasing footfall in Knutsford — seven days a week, 365 days a year. Through strategic destination marketing and a dynamic calendar of events, we'll attract more visitors and keep Knutsford buzzing all year round ▶ Our bespoke promotional campaigns will shine a spotlight on Knutsford's vibrant business scene. High-quality videos and professional photography will be shared across leading digital channels — connecting you with thousands of new customers ▶ Seasonal events and fresh activities will elevate Knutsford's profile and draw crowds. There'll be exciting opportunities for your business to get involved and be featured front and centre in these campaigns ▶ Collaborate with fellow businesses on group purchasing and cost-saving initiatives. Take advantage of practical support including training workshops, expert advice, and dedicated networking events — all organised by the BID ▶ Access exclusive footfall data and insights into town centre performance. Play an active role in shaping BID priorities and have your say in the future of Knutsford	▶ Increased footfall, dwell time and more consumers and visitors to Knutsford ▶ Access to a professionally managed business crime reduction partnership ▶ Raising the profile of Knutsford through a joined up and more targeted local and regional year-round marketing and promotional campaign ▶ Being part of a local network of major retailers who can share and gain in-depth insight into trading factors/conditions ▶ The ability to collaborate with fellow traders over seasonal campaigns ▶ The BID will support a better shopping environment in Knutsford with additional public realm improvements and improved safety initiatives	▶ Increased footfall and spend with visitors and consumers staying longer ▶ Promotional campaigns that shine a spotlight on the range and quality of food and beverage operators ▶ Improve the daytime to night-time economy experience ▶ The creation of new events and festivals that directly involve and promote a range of leisure and cultural opportunities in Knutsford and Tatton Park ▶ A BID gives the leisure/hospitality sector a collective voice in discussions with the council, police, and other stakeholders, influencing policies and planning decisions ▶ Opportunities to join together with neighbouring businesses to access group purchasing initiatives	▶ An enhanced and more vibrant town centre for your clients and employees ▶ The BID will lobby for better transport linkages and additional public transport services to support attracting talent and staff retention ▶ The ability to promote your business services to a wider audience and to 400+ fellow Knutsford businesses through regular media communications ▶ Promotion of a strong, positive narrative about Knutsford to help your business attract prospective employees to a high-quality work location ▶ Additional initiatives aimed specifically at the professional and office-based businesses within Knutsford, such as improved network opportunities, links with professional development providers and better routes into the local labour market ▶ Greater exposure and interaction with regional bodies such as Enterprise Cheshire and Warrington, The Growth Hub and Cheshire East Council

**VOTE
YES** 

THEME ONE – DESTINATION KNUTSFORD



Making Knutsford the place people want to visit, explore and enjoy.

The BID would focus on promoting Knutsford as a must-visit destination, attracting more consumers, visitors, and tourists, and encouraging them to stay longer and spend more. By improving the visitor experience, delivering exciting events, and working with partners like Tatton Park, we could raise the profile of Knutsford and boost footfall into the area. This theme is all about making Knutsford even more welcoming, vibrant, and memorable - for both visitors and locals alike.

The BID would deliver investment into projects including:

► **Seasonal Marketing Campaigns**

Seasonal cross-promotional activities in Knutsford and Tatton Park, e.g., autumn walks, Easter trails, and festive Christmas promotions.

► **Promotional Partnerships with local visitor attractions**

Joint campaigns, shared visitor materials, cross-promoted events, and package deals working with local visitor destinations including Tatton Park and the National Trust.

► **High-Quality Photography and Video Production**

Many businesses have already created impressive photography and videography. The BID would build on this by working collaboratively to curate existing content and commission additional professional imagery and video. These assets would showcase Knutsford's businesses/organisations, streetscapes, markets, heritage, and its connection to Tatton Park, supporting impactful PR activity and engaging social media campaigns.

► **The evolution of the Knutsford Brand Identity**

Lead and work with partners to develop a unified visual identity and messaging strategy to promote Knutsford across all media platforms.

► **Seasonal "Buy Local" Campaigns**

Promote Spring gifting, summer dining, and Christmas shopping, showcasing Knutsford's diverse range of businesses.

► **Marketing Spotlights**

Weekly features on local businesses and attractions across social media, the website, and printed newsletters.

► **National Tourism Publications & Travel Guides**

Work with agencies to feature Knutsford in broader national/regional media campaigns, e.g., private sector PR, Marketing Cheshire, and Visit England.

► **Developing and enhancing the annual Knutsford events calendar**

Work with partners to develop a year-round, diverse programme of high-quality events that celebrate Knutsford's food, culture, history, and retail offering—attracting new visitors, encouraging local participation, and driving footfall to the town and Tatton Park.



**"Supporting the BID
at Curzon means
supporting the local
economy and providing
an opportunity to grow
our business!!"**

**BERNARD CUNNANE,
CURZON CINEMA**



THEME TWO – EXPERIENCE KNUTSFORD



Creating a cleaner, safer and more enjoyable town centre for everyone.

The BID will work to improve the cleanliness, safety, and accessibility of Knutsford, helping to create a welcoming environment for shoppers, visitors, workers, and residents. Whether it's cleaner streets, better signage, improved spaces, or more vibrant displays, we want people to enjoy their time in Knutsford and keep coming back.

The BID would deliver investment into projects including:

► Heritage-Inspired Street Art or Interpretation Boards

The BID would commission art or storyboards sharing Knutsford's history, enriching the visitor experience.

► Wayfinding & Signage Improvements

The BID would invest in new wayfinding and signage projects e.g. Enhanced wayfinding of heritage points of interest, car parks, toilets and routeways between Tatton Park and Knutsford town centre.

► Enhanced Deep Cleaning Programme

The BID would implement targeted deep cleaning of key locations in addition to standard cleansing services delivered by the council, such as jet-washing pavements, street furniture, signage, and alleyways.

► Work with Transport Providers to Improve Service Provision and Information

The BID would collaborate with partners to lobby for improved public transport in Knutsford and ensure up-to-date train and bus schedules are accessible online, on BID signage, and in printed visitor guides.

► Connecting Tatton Park and Knutsford Town Centre

The BID would commission a feasibility study to explore opportunities for enhancing connectivity between Tatton Park and Knutsford Town Centre. This would help develop new ways for visitors to enjoy both the historic beauty of the Tatton Estate and the unique offerings of the town centre.

► Introduce a Knutsford Town Link Radio Scheme

The BID would support the roll out of a digital Town Link Radio Scheme to improve safety, reduce crime, and enhance communications between Knutsford's businesses, Cheshire Police, and local authorities.

Potential benefits include:

- Instant communication about incidents such as shoplifting or antisocial behaviour.
- Integration with town CCTV systems, monitored centrally by Cheshire East Council.
- Rapid response to issues, improving the sense of safety for staff and the public.



“We are excited to support the BID because of its private sector led plan to invests in the town's vibrancy - which will benefit all”

HITESH JESUJA,
OPERATIONS MANAGER,
SIGIRIYA RESTAURANT

THEME THREE – CONNECTED KNUTSFORD



A thriving Knutsford depends on strong, supported businesses.

The BID would act as a voice for business, lobbying on behalf of the Knutsford businesses, helping shape local decisions and connecting Knutsford to wider opportunities through the devolution agenda. The BID would also provide practical support—from skills development, cost-saving initiatives to shared promotion and networking.

A PRIVATE SECTOR LED BID BOARD

- ▶ **Establishing “One Voice” for Knutsford Business and Organisations**
Uniting local businesses under a single, coordinated voice to strengthen representation and influence in town-wide decision-making.
- ▶ **Robust Governance and Oversight of BID Investments**
Ensuring transparent, accountable, and strategic management of BID funds through structured governance and clear decision-making processes.
- ▶ **Unified Representation of Business Interests**
Acting as an advocate for the collective interests of Knutsford’s business community, fostering collaboration and amplifying the town’s economic voice.
- ▶ **Driving Improvements and Championing Change**
Lead initiatives that enhance the business environment, lobby for policy changes, and promote innovation and growth across the BID area.
- ▶ **Equitable Representation and Investment Across the BID Area**
To deliver fair inclusion and investment for businesses throughout Knutsford, ensuring all sectors and locations benefit from BID activities.

THE ROLE OF KNUTSFORD BID TEAM

- ▶ **A One-Stop Shop for Local Businesses**
Serve as a central point of contact for Knutsford’s business community, offering support, guidance, and a platform to raise issues and explore opportunities.

▶ Creating Opportunities by Tackling Barriers to Growth

Identify and address challenges that hinder business development, working collaboratively to unlock potential and drive sustainable growth.

▶ Delivering the Five-Year BID Business Plan

Lead the implementation of the BID’s strategic objectives, ensuring timely delivery of initiatives and measurable impact over the five-year term.

START-UP SUPPORT & KNUTSFORD ‘WELCOME PACK’

- ▶ **Welcome to Knutsford Pack**
The BID would develop an information pack containing local contacts and BID services for new businesses launching in Knutsford.
- ▶ **Support for local enterprise and entrepreneurs**
The BID would assist in local enterprise development programmes.

FREE OR SUBSIDISED TRAINING WORKSHOPS/COURSES

- ▶ The BID would offer workshops and training covering topics such as digital marketing, customer service, merchandising, social media, financial planning, food hygiene, staff recruitment, first aid at work, and Fire Marshal training.



”

“The BID’s plans for events and promotions will drive more customers through our doors.”

VICKY BERRY, MANAGER,
SAINSBURYS LOCAL

PROPOSED BID AREA



STREET NAMES

- ADAMS COURT
- GASKELL AVENUE
- RED COW YARD
- ADAMS HILL
- KING EDWARD ROAD
- REGENT STREET
- BEXTON ROAD
- KING STREET
- SILK MILL STREET
- BROOK STREET
- MALT STREET
- STANLEY ROAD
- CANUTE PLACE
- MANCHESTER ROAD
- SWINTON SQUARE
- CANUTE SQUARE
- MINSHULL STREET
- TATTON PARK
- CHURCH HILL
- NORTHWICH ROAD
- TATTON STREET
- CHURCH VIEW
- OLD MARKET PLACE
- TOFT ROAD
- DRURY LANE
- PRINCESS STREET
- WINDSOR WAY

GOVERNANCE, FINANCES AND BID ARRANGEMENTS



THE BID BALLOT

A postal ballot of eligible business ratepayers in the BID area will take place between the 30th October 2025 and the 27th November 2025. The day of the ballot will be the 27th November 2025. Ballot papers will be delivered by post to all businesses eligible to vote. The voter must cast their vote and return the ballot paper by 5pm on 27th November 2025.

The BID ballot will be successful if the following two criteria are met:

- ▶ A majority of ballots cast are in favour of the BID proposal
- ▶ There is a majority in the value of rateable value from votes cast in favour of approving the BID proposal

The result of the ballot will be announced on or as soon as possible after the 28th November 2025.

THE BALLOT TIMELINE

2024

BID Feasibility consultation
with Knutsford businesses &
organisations

16th October 2025

Notice of ballot issued
to BID voters (by post)

30th October 2025

Ballot Papers issued to BID
voters (by post)

27th November 2025

The last day of the
BID ballot

28th November 2025

The results of the ballot are
officially announced

1st April 2026

BID Implementation Day



”

“A ‘**YES**’ vote means more footfall,
more visibility, and a stronger voice
for the hospitality community.”

EVUNA

KNUTSFORD BID BUSINESS PLAN FINANCES

Planned Income	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	TOTAL
Forecast BID Contribution (£)	173,850	178,196	182,543	186,889	191,235	912,713
Match Funding / Other Income (£)	20,000	22,000	24,200	26,620	29,282	122,102
Estimate of Predicted Revenue (£)	193,850	200,196	206,743	213,509	220,517	1,034,815

BID Expenditure	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	TOTAL	Budget Allocation
Theme One: Destination Knutsford (£)	61,000	63,650	66,421	69,317	72,346	332,734	33%
Theme Two: Experience Knutsford (£)	54,000	56,450	59,023	61,724	64,560	295,757	29%
Theme Three: Connected Knutsford (£)	29,000	32,775	39,114	41,019	43,020	184,928	18%
Management and Levy Collection (£)	43,115	34,455	35,851	37,337	48,908	199,666	20%
Total Annual Expenditure Budget (£)	187,115	187,330	200,409	209,397	228,834	1,013,085	
Project Contingency and Estimated Cash-flow Balance (£)	6,735	19,601	25,935	30,047	21,730	21,730	

- ▶ Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income would be used to support further investments by the BID, and the income budgets amended to reflect this new income.
- ▶ The cost of developing the BID has been funded through Knutsford Town Council. The Town Council have six months from the day of the BID Ballot in which to formally request repayment of BID monies, after which the Town Council would lose the right to recover all, or part of the BID development monies invested.
- ▶ The costs of levy collection by Cheshire East Council, including software costs would be recovered from the BID levy.
- ▶ The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot.
- ▶ Any alteration to the BID arrangements that does not require an alteration ballot or renewal ballot will be subject to consultation between CEC as the billing authority and the BID Body.
- ▶ Following consultation with the billing authority any alteration will require approving by the Knutsford BID Board. 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 upon payment of a BID levy invoice paid directly to the BID body.

GOVERNANCE AND MANAGEMENT OF THE BID

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.

The BID Board will include representation from the key sectors including retail, leisure, nighttime 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 select a Chair and Vice Chair from the membership of the BID Board to lead the Knutsford Business Improvement District. 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, which will be elected through an annual meeting of members of the Business Improvement District.

The BID Body will be Groundwork Cheshire, Lancashire & Merseyside. Groundwork are a not-for profit registered charity and limited company, established in Cheshire East in 1983. Groundwork have operated specialist Business Improvement District management services since 2005. These services have supported multiple town centres to develop successful BID programmes including Wilmslow, Northwich and Warrington.

The BID Board will invite to relevant meetings Cheshire East Council, Cheshire Police and Knutsford Town Council 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.

PROCUREMENT AND OVERSIGHT FRAMEWORK

To ensure transparency and effective use of levy funds, the BID will follow a proportionate procurement and oversight framework:

Procurement will be guided by principles of fairness, transparency, and value for money	Contract management will include clear deliverables, performance monitoring, and milestone-based payments where appropriate
Local suppliers will be encouraged to bid for work, and processes will be scaled to the size and complexity of each contract	Financial oversight will be maintained through regular reporting to the Board, an annual audit, and a reserves policy to manage risk
Proportionate procurement thresholds and criteria will be established and reviewed by the BID Board	Risk and governance will be supported by a conflict of interest protocol, a risk register, and access to key documents such as budgets and annual reports by the BID Board



Transparency and reporting of expenditure shall be reported through the processes outlined on page 18

BID LEVY RULES

- 1.** The BID levy in 2026 will be charged at a rate of 2% of the rateable value as of 1st April 2026 based on the 2023 rating list.
- 2.** The current rating list is based on the 2023 valuation. Levy payments will be based on the 2023 valuation 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 enter the National Non-Domestic Rates list and fall in the BID area.
- 3.** The levy will be charged annually in advance starting on 1st April 2026. BID levies will be payable within 30 days except where a payment plan is offered by Cheshire East Council. The levy percentage will increase by 0.05% of a hereditaments rateable value each financial year to allow for inflation, with the first increase from the 1st April 2027.
- 4.** The levy is collected on a 'chargeable day' basis (1st April of each year during the BID's lifespan). For each chargeable period, the levy will be charged to the party liable for payment of non-domestic rates on the chargeable day.
- 5.** The BID levy will be applied to all non-domestic ratepayers within the defined BID boundary with a rateable value of more than £5,500, provided they are listed on the National Non-Domestic Rates List as provided by Cheshire East Council.
- 6.** Places of worship and public funded primary schools will be exempt. There will be no other exemptions applied through the Knutsford Business Improvement District.
- 7.** Hereditaments which meet the criteria outlined above and are located on the streets listed in the business plan or in the BID area map will be included in the BID and will be liable for a BID levy.
- 8.** Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated during the lifespan of the BID from a value greater than £5,500 during a refurbishment (in which case the last valuation before zero rating will apply).
- 9.** Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board being consulted for any debt write-off.
- 10.** Cheshire East Council or its appointed agent is the only authorised body to collect the BID levy on behalf of the BID Body and the BID Board.
- 11.** VAT will not be charged on the BID levy.
- 12.** Where a business or organisation wishes to join the BID by payment of a voluntary levy this can be approved at discretion of the BID Board. Voluntary BID levy payers will not be entitled to vote in the BID ballot. Such voluntary membership is encouraged from occupiers of hereditaments with a rateable value of £5,500 or below.
- 13.** The term of the BID will be five years from the 1st April 2026 through to the 31st March 2031. The BID will commence 123 days after the day of the ballot.
- 14.** 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.
- 15.** The BID income budget may be adjusted to allow for occasions where increased levels of BID levy are generated e.g. through new developments.
- 16.** No refunds or credits will be made in the event of a change in rateable value that affects past billing periods.
- 17.** Notices – all notices, including those issued to the Secretary of State, the District Council and all proposed levy payers have been issued in line with the prescribed regulations from all applicable legislation.

GUIDING PRINCIPLES FOR THE BID

KNUTSFORD BID – “REPRESENTING THE VIEWS AND INTERESTS OF THE BUSINESS COMMUNITY – WORKING IN THE BEST INTERESTS OF THE TOWN”

The Knutsford BID will be governed by a business-led partnership which will deliver the projects and services identified by you, the business community of Knutsford, during the development of this BID proposal.



All businesses and organisations who form the BID will be encouraged to act as ambassadors for Knutsford and the Knutsford BID.



The BID will be proactive in communicating and reporting to levy payers.



All eligible businesses and organisations who are included in the BID area will have the opportunity to put forward a representative as a BID Board member.



The BID will be robustly managed and governed to ensure it acts with integrity and to the highest industry standards. The BID will be proactive in communicating and reporting to levy payers



The BID will be democratic, open and transparent and will always be representative of all its members



The BID will ensure that rigorous procedures are used to ensure best practice and value for money in the delivery of the projects and services contained in the BID proposal

PERFORMANCE MONITORING

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



Footfall and Traffic Movement Research

Crime and Safety -

Incidence of crime statistics

Consumer Perceptions

Business Community Perceptions

Vacancy Rates

Marketing and PR -

Digital media statistics and analysis of data

REPORTING THE WORK OF THE BID TO THE BID LEVY PAYERS

The level of progress made on the delivery of the Business Improvement District will be reported to BID levy payers and Cheshire East Council 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 in years 2, 3, 4 and 5 on the finances of the BID and key achievements from the previous 12 months.
- ▶ The Knutsford Business Improvement District Annual General Meeting.
- ▶ Knutsford Business Improvement District Annual Report and Accounts will be distributed to BID levy payers and provided to Cheshire East Council.
- ▶ Regular website and social media updates, e-bulletin, printed bulletins and press releases.

BASELINE SERVICE AGREEMENTS

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

The Baselines relate to:

- | | | |
|-------------------------------------|----------------------------------|---|
| ▶ Estates | ▶ Highway Repair and Maintenance | ▶ Public Art Delivery Support |
| ▶ Business Support | ▶ Highway Network Maintenance | ▶ Public Rights of Way |
| ▶ CCTV | ▶ Highway Network Maintenance | ▶ Town Centre Vitality and Viability Monitoring |
| ▶ Cleansing and Grounds Maintenance | ▶ Highway Street Lighting | ▶ Visitor Economy |
| ▶ Community Enforcement | ▶ Libraries | |
| ▶ Event Management | ▶ Parking | |

The BID will monitor the baseline agreements on an ongoing basis to ensure that Cheshire East Council maintain their agreed service delivery. This will ensure the BID's funding does not back fill or fund any baseline / statutory services.

To view the baseline service statement from Cheshire East Council visit: www.knutsfordbid.co.uk.

VOTE YES



”

“The BID will help us compete with larger retail centres by making Knutsford a go-to shopping destination.”

BATH HOUSE



”

“A ‘Yes’ vote means more visibility for Knutsford – and that benefits every sector.”

RICHARD CLARE, CLARE & ILLINGWORTH



”

“It’s about working together to keep Knutsford thriving – the BID makes that possible.”

DAWN JEFFS, SAYERS



”

We’re voting ‘Yes’ because the BID brings real investment into the high street.”

KIERON DUNCAN, BIKES ‘N’ GEAR



KNUTSFORD

BUSINESS IMPROVEMENT DISTRICT



THIS PROPOSAL FOR A BUSINESS DISTRICT IN KNUTSFORD HAS BEEN DEVELOPED BY GROUNDWORK

For more information please visit www.knutsfordbid.co.uk or
email john.graham@groundwork.org.uk or
jane.hough@groundwork.org.uk



KNUTSFORD
TOWN COUNCIL

THE KNUTSFORD BID DEVELOPMENT PROJECT HAS BEEN FUNDED AND SUPPORTED BY KNUTSFORD TOWN COUNCIL



KNUTSFORD BUSINESS IMPROVEMENT DISTRICT