



KNUTSFORD

BUSINESS IMPROVEMENT DISTRICT

KNUTSFORD BID BRAND GUIDE

LOGO

Primary Logo



Where possible use this version on the logo on a white background.

Secondary Logo



As an alternative option, it is also okay to use the white version of the logo on a teal background.

COLOURS

Primary Colours



Secondary Colours



TYPOGRAPHY

HEADINGS/SUBHEADINGS - Alexandria (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ; ? ¡ ! & @ ' ' " " « » %

* ^ # \$ £ € ¢ / () [] { } . ,

Body Copy - Alexandria (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ; ? ¡ ! & @ ' ' " " « » %

* ^ # \$ £ € ¢ / () [] { } . ,

Should Alexandria be
unavailable to you, an
equally strong clean
uncomplicated family
should be used such as
Poppins

EXAMPLES



KNUTSFORD BID LEVY INFORMATION 2026-2027

About Knutsford Business Improvement District (BID)

Following a successful ballot, the Business Improvement District (BID) for Knutsford town centre was approved by a majority vote in November 2025, in accordance with the Business Improvement Districts (England) Regulations 2004.

The BID is a partnership between Knutsford's businesses, organisations, and a range of partners and stakeholders. Levy-paying businesses and organisations pay a small additional supplement through the business rates system (the BID levy) which is ring-fenced and invested into a range of improvement projects and services that enhance the town centre above and beyond what the local authority is duty bound to deliver.

The BID will begin on 1 April 2026 and the BID term will run for five-years until the 31 March 2031.

The BID will deliver projects and services designed to enhance and support Knutsford town centre, generating approximately £1 million of new investment over the five-year term.

More information about the Knutsford BID can be found in the Knutsford BID Proposal Document, which is also available on the BID website. The website includes the BID area map, full street listings, and additional details.

How is it managed?

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 key sectors including retail, leisure, night-time economy, public sector, third sector, professional and other business services.

The business-led 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 have selected a Chair and Vice Chair from the membership of the BID Board to lead the Knutsford Business Improvement District.

Any business or organisation with a liability for payment of a BID levy was invited to put a representative forward for appointment onto the Board.

The BID Accountable Body will be Groundwork Cheshire, Lancashire & Merseyside. Groundwork is a not-for-profit

registered charity and limited company, established in Cheshire East in 1983. Groundwork Cheshire, Lancashire & Merseyside has delivered specialist Business Improvement District management services since 2005, supporting multiple town centres to develop and deliver successful BID programmes, including Wilmslow, Northwich, Crewe, and Warrington.

In addition to delivering day-to-day BID operations, the BID will publish annual accounts, hold an Annual General Meeting, and provide regular communications to levy-payers. The BID will operate in accordance with its Operating Agreement with Cheshire East Council. The BID also has a baseline agreement with Cheshire East Council to ensure it does not backfill statutory services and instead provides services that are additional to, and beyond, those statutory provisions.

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

What is the cost?

All non-domestic ratepayers within the BID geographical area with a rateable value of more than £5,500 will be liable for the BID levy. This includes all businesses and organisations that occupy a rateable property (hereditament), as well as property owners or leaseholders of vacant properties (hereditaments) within the BID area.

Places of worship and publicly funded primary schools will be exempt. No other exemptions will apply within the Knutsford Business Improvement District.

The Knutsford BID levy will be charged at a rate of 2% of a properties rateable value based on the 2023 ratings list. 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.

The current invoice is to cover the billing period from 1st April 2026 to 31st March 2027 which is year one. The BID is expected to generate approximately £173,850 in year one, based on the 2023 Rating List and the levy arrangement approved at ballot. Additional income has been predicted.

The total projected expenditure for year one is £187,115, allocated across the three BID themes as set out overleaf.

For any questions regarding the BID levy invoice, please contact brates@cheshireeast.gov.uk or call 0300 123 5013.

WHY JOIN THE KNUTSFORD BID BOARD?



PLAY A PIVOTAL ROLE IN SHAPING KNUTSFORD'S FUTURE

The Knutsford Business Improvement District (BID) launches on 1st April 2026, unlocking five years of business-led investment into our town. We are now inviting organisations from across all sectors to join the Knutsford BID Board—a group of up to 12 representatives who will guide strategy, investment, and delivery.

1. INFLUENCE THE FUTURE OF KNUTSFORD

Board Members have a direct voice in:

- Setting BID priorities
- Shaping town-wide improvements
- Guiding major investment decisions
- Supporting high-impact projects across business, sustainability, transport, safety, and public realm

This is your opportunity to help design the Knutsford you want employees, clients, customers, and visitors to experience.

2. REPRESENT YOUR SECTOR AND HELP ENSURE BALANCE

We are seeking a cross-section of sectors, including:

- Retail and national chains
- Hospitality and leisure
- Professional services
- Office-based businesses
- Health and wellbeing

- Property, development, and landlords
- Creative, technology, and independent businesses

A diverse Board ensures the BID delivers benefits for the entire business community, not just one area.

3. WORK IN PARTNERSHIP WITH GROUNDWORK & A DEDICATED BID MANAGER

Groundwork—experienced BID managers already running Wilmslow and Northwich—will:

- Provide governance and compliance
- Appoint and support the BID Manager for Knutsford
- Help deliver projects professionally and transparently

- Bring operational expertise and structure to the Board

You will work collaboratively with Groundwork to shape and oversee the BID's activities.

GET IN TOUCH: john.graham@groundwork.org.uk | www.knutsfordbid.co.uk



KNUTSFORD BUSINESS IMPROVEMENT DISTRICT

OUR 5 YEAR PLAN FOR A BUSINESS IMPROVEMENT DISTRICT

2026-2031



WWW.KNUTSFORDBID.CO.UK



KNUTSFORD

BUSINESS IMPROVEMENT DISTRICT