

Macclesfield
BUSINESS IMPROVEMENT DISTRICT



NEWSLETTER ONE

Hello and welcome to the first edition of your Macclesfield BID Newsletter. You will find an introduction to this new initiative for our town. What a Business Improvement District is, who is leading the work, and how you can get involved.

The BID Task Group is a group of local business people who are working together to look at the improvements that could be made to Macclesfield town centre and how they would be delivered. The group is independent of any council or organisation but works in partnership with everyone who cares about the wellbeing and the current and future prosperity of our town.

From the independent shops and cafés of Chestergate and the Treacle Market, to Mill Street, the Grosvenor Centre and the offices around Park Green, Macclesfield has a great deal to build on. Working together to achieve a BID could make a real difference. Over the coming months, the Task Group will be meeting businesses to find out what matters to you and how, together, we can make sure the town centre thrives for businesses, residents and visitors alike.

To achieve a BID, we need to work together to identify the best way to invest in our town. We need to understand how we can collectively manage and market the town centre, attract more shoppers and visitors, and bring in new businesses.

The proposed BID area at a glance

- 600+ business premises
- 45+ streets in the town centre
- Investing over £250,000 pa. £1m plus over 5 years

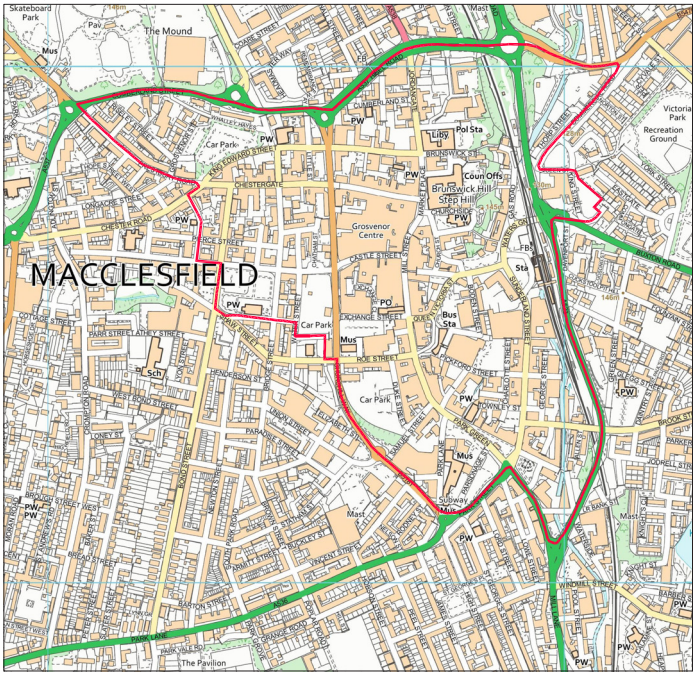
For more information, please visit: www.macclesfieldbid.co.uk

On the reverse are some of the questions most often asked about BIDs. We are sure you will have many more, and we want to hear your views.

Please take a few minutes to read through and remember you can contact us at any time to tell us what you think. If you would like to get more involved, please let us know.

What is a BID?

A Business Improvement District (BID) is a way for businesses to take control of, and improve, the place where they trade. As a business in the BID area, you have the chance to say what improvements would make a positive difference to your business and to the town. These ideas go into a business plan, which is then put to a vote of all the businesses that would contribute. A BID lasts for up to five years and must show how it benefits the businesses that fund it.



FREQUENTLY ASKED QUESTIONS

Have BIDs worked elsewhere in the UK?
Since the legislation was introduced in 2004, more than 350 BIDs have been set up across the UK. Together they invest around £180 million a year in their towns and cities. Nearby ones include Wilmslow, Knutsford, Crewe and Altrincham.

What might a BID deliver?
That is up to you. Our BID can deliver any projects or services agreed by the businesses in the BID area, as long as they are over and above what the public sector already has to provide through business rates. Most BIDs include marketing and events, improvements to access and the look of the area, welcome and safety measures, attracting new businesses and investment, cutting business costs, and improving the visitor experience. The key point is that the BID delivers what businesses ask for through consultation.

Why do businesses support BIDs?
A BID lets businesses pool their money to manage and deliver projects that they have chosen and believe will improve their trading environment, giving a return to those who pay.

How is a BID monitored?
Like any good business plan, a BID sets clear key performance indicators (KPIs). The BID board monitors progress against them, and the BID company reports back to its levy payers regularly.

How will the BID be managed?
BIDs are normally run by the local businesses that pay the levy, usually through a not-for-profit company limited by guarantee. The BID company delivers the agreed projects and services and is answerable to all levy payers through a board elected from among them.

Who can develop a BID?
A BID can be proposed by any business ratepayer, property owner, local authority, or a partnership with an interest in the BID area.

Who pays for a BID?
The Development Stage will shape the projects and services, how they are delivered and managed, and what they will cost. These are set out in a detailed business plan. Each business's share is worked out pro rata to its rateable value – this is the 'BID levy'. If the ballot is successful, the levy is normally paid by the occupier of each property. Voluntary contributions, grants and 'in kind' support can add to the levy.

What might the levy cost?
BID levies are usually set at between 1% and 2% of a property's rateable value. As an example, at 2% a business with a rateable value of £15,000 would pay £300 a year – around 80p a day. The actual rate will be set in the business plan following consultation.

How does an area become a BID?
A BID Task Group prepares a detailed business plan, based on consultation with businesses, setting out the projects it will deliver, their costs, delivery guarantees, performance indicators and how the BID will be managed. A confidential postal ballot is then held, and every business that would pay the levy gets a vote. For the BID to go ahead, a majority of those voting must be in favour both by number and by rateable value. A successful BID has a mandate for up to five years, after which it must hold a new ballot. The indicative timetable for developing the BID is:

- Business consultation and engagement: **From September 2026**
- Business plan: **January 2027**
- Campaign: **February 2027**
- Ballot: **March 2027**

Does this mean the council will stop delivering services?
No. BID funds can only be spent on projects and services that are additional to those public bodies must provide. Before the business plan is written, the current services delivered by Cheshire East Council and Macclesfield Town Councils are benchmarked. The BID can then pay for a higher level of service above that baseline, if this is what businesses have asked for.

For an up-to-date list of BID Task Group members, please visit our website. If you would like to join the Task Group, please let us know.

Get in touch - Thank you for taking the time to find out more about the BID. Let us know what you think by emailing **hello@macclesfieldbid.co.uk** or visiting **www.macclesfieldbid.co.uk**. On our website you can find up to date information, fill in our survey, find out who is leading this work and how to get more involved. We look forward to working in partnership with you.