

Nationwide  
**BID**  
Business Improvement Districts  
SURVEY 2015



## OUR SPONSOR

A look back over the series of annual BID surveys reveals positive news regarding how BIDs are going from strength to strength in terms of their coverage across the UK, size and extent of activity.

As the sector matures, a new set of challenges is emerging including changes in the way we work, live, shop and spend our leisure time as well as continued macroeconomic risks. BIDs are delivering on the ground and Property Owners are starting to recognise the need to engage, but concerted action by all stakeholders in BID areas and their surrounding areas is needed to achieve sustained success.

A starting point should be the creation of a holistic strategy for a place - be it a town centre or industrial area. This should cover the whole functional area which may be broader than an individual BID. The strategy should be developed and owned by all stakeholders in these areas- it may be led by the BID but should include early engagement with property owners, the local authority, the LEP and local residents. It could form a stepping

stone to the creation of a Neighbourhood Plan but should also go beyond land use planning and include key roles and responsibilities for delivery.

This year, two aspects stand out in relation to delivery. One is the need for honest conversations around service delivery between BIDs and local authorities. Councils across the UK are under pressure to “do more with less” and - if the local circumstances are right - BIDs can assist with relieving this headache.

The second aspect is that -whilst Council spending continues to be cut - there is increased flexibility and freedom from central government regarding sources of money and how it can be used. In this environment, BID levy income should be set alongside funding sources such as Tax Increment Financing, LEP Growth Funds, Community Infrastructure Levy, business rates retention and New Homes Bonus. Using such sources of funding opens new opportunities for BID resources to help deliver a strategy that is more than the sum of the parts.



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## FOREWORD

It is easy to forget how far the BID movement, and the broader 'high streets' agenda has moved in recent years. Historically, we had to work hard to gain a voice for 'town centre vitality', yet today the issue is mainstream and referenced across government policy. Town Centres matter, from both an economic and social perspective and BIDs can play a vital role in supporting their development. However, as with all things the movement must avoid 'complacency', and at present the greatest danger faced by BIDs is unsatisfactory stewardship, consistency and quality. At their best they can be genuine drivers of change and catalysts for renewal, but at their worst their value is minimal.

The government is keen to empower BIDs further, but any development towards additional powers needs to be accompanied by greater transparency and accountability ensuring they deliver for those that pay (in line with the Government's recent Review). Since the days of Town Centre Management (TCM) evidencing 'impact' has been crucial for any partnership, and the need is even stronger today, where businesses are being challenged to support the principle of supplements to Business Rates? As Chair of Heart of London BID I have been immensely proud to be part of the team that has launched the first Property Owner BIDs in the UK, however for them to play a meaningful role in cities and communities outside of London legislation will need to be drafted that strengthened and simplifies the process, and I look forward to this becoming a reality.



Andy Godfrey  
Public Policy  
Manager Boots

## EXECUTIVE SUMMARY

Maturity of the BID concept enables immense opportunities for our commercial centres but only if the conditions are right. The continued development of BIDs around the country is great to see - 215 at the time of writing and 203 at the survey point of 1st April 2015. But with quantity and longevity comes an ever increasing requirement on quality to prove genuine business leadership and transparency.

The Government Review of BIDs announcement is due before the year is out and we are hoping to see a real commitment to many of the 'quality checks' that we have been recommending that will strengthen the BID model and safeguard its future. Alongside this, we launched 'Guiding Principles of a Well-managed BID' in July of this year that serves to act as a voluntary code of conduct for those developing and running BIDs. Meanwhile, we continue to see a growing pledge for quality through the BID fraternity as the number of Accredited BIDs rises.

The wider policy landscape continues to offer both opportunities and potential threats to the industry - diminishing public funds are putting greater pressure on the possibilities of lost non-statutory services and therefore expectations of service transfer to BIDs and others; the need to plug funding gaps through propositions such as late night levy and TBIDs continues to threaten the established principle of one business/one levy; and the recent Chancellor's announcement on business rate re-localisation, whilst initially raising alarm bells for some is more likely, once we see the details, to put a greater importance on BIDs as the organised and mandated voice of business at a local level.



Dr Julie Grail,  
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British BIDs



# THANK YOU

Grateful thanks go to all those who have contributed to this research and in particular:

**Participating BIDs**

166 BIDs from England, Wales, Scotland, Northern Ireland and Ireland

**British BIDs Advisory Board**

Advisory Board members for assisting with data collection

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# TOTALS FOR THE BID INDUSTRY

as at 1st April 2015

**203**  
BIDs

**755**  
Staff

**85,176**  
Hereditaments

**308**  
Local Authority  
Representatives  
on BID Boards

**£146,769,600**  
Total investment  
in BID areas

**2,225**  
Businesses  
on BID  
Boards

**288**  
Property  
Owners on  
BID Boards



# 01 BID SAMPLE

The total number of BIDs as at the survey point, 1st April 2015, was 203 of which 166 (82%) responded to the survey. When this is broken down, Town Centre BIDs (which includes commercial and leisure) had a response rate of 84% (146 out of 175), whilst industrials had a response rate of 72% (20 out of 28).

There were 72 BIDs that submitted a Proud Project for the case study showcase section of this

report and submission into the British BIDs Proud Project Awards that are presented at the Annual Conference. From that total, 41 were long listed and then 20 reached the final short list.

For the purposes of the data analysis and presentation, industrial BIDs have been excluded from the data and are presented separately in its own chapter in this report.

# 02 BID BASICS

## BID GROWTH RATE

The growth rate of BIDs (based on calendar year) has been rising rapidly since inception of BIDs in 2005. The calendar year 2012 saw 32 new BIDs, of which none were industrial; 2013 saw 26 new BIDs, of which 1 was industrial; 2014 saw 18 new BIDs, of which 2 were industrial; and 2015 to date has seen 18 new BIDs, with no new industrial ones yet.

Within the year 2014, three of the new BIDs were in fact re-ballots following an initial unsuccessful ballot (Chester, Southport and Scotland Milngavie). This year so far, one has been a re-ballot (Exeter), two were the establishment of the first Property Owner BIDs (Heart of London) and one was the first in Northern Ireland (Ballymena).

Of no votes this year (2015), we have seen one failure in Scotland (Stirling), two in Wales (Penarth and Abergavenny), and one in Birmingham (Lifford).

## BID LEVY RATES

The BID levy rate is the multiplier by which the levy amount chargeable is achieved. The Industry Criteria states that up to 1% is the expected norm, with some allowances made for up to 2% in exceptional circumstances and smaller locations where rateable values are lower and therefore

require a higher multiplier to achieve a viable budget


The total sample for the base levy rate, ie. the rate that the BID starts with in year one of its current term and quotes in its BID Proposal, is 146.

Base Levy Rate	Number of BIDs	% of total sample
< 1%	2	1%
1%	50	34%
>1% to <1.5%	18	12%
1.5%	40	27%
>1.5% to <2%	10	7%
2%	9	6%
>2%	3	2%
Banded	10	7%
Variable	4	3%

The highest concentration remains on the 1% levy rate with 50 (34%) of the total sample. But 1.5% is becoming increasingly popular with 40 (27%) this year compared to 26% in 2014 and a total of 64% operating with a levy rate of greater than 1%.

There are some that charge a 'variable rate', ie. those that charge either a differential levy rate such as Reading (1% for all except licensed premises who





are charged an additional 2%); or those that charge a levy rate or a flat fee below a certain threshold such as Brighton (1% or £400 whichever is greater).

There is also an increasing number that charge using a banded system, particularly in Scotland with 7 of the 17 Scottish BIDs that responded having banded levies. The business community do not generally support this approach as it can be viewed as a way of concealing the actual levy multiplier.

There are three BIDs that have a levy rate above 2%, Birmingham Acocks Green at 2.5%, Scotland Clarkston at 3.5% and Dublin at 4% but Irish legislation operates differently whereby the annual budget is set and then is worked backwards to create the multiplier.

Some BIDs opt to apply an annual inflation factor to the levy multiplier to ensure their income grows year on year as their costs grow. Of the 146 sample, there are 41 (28%) that have applied inflation to their base levy rate. The vast majority specify the actual rate of inflation they apply and all but four fall 3% or below – the four above that figure are Derby Cathedral and Derby St Peters at 3.5%; Wales Merthyr Tydfil at 4%; and London Sutton at 5%.

## **BID HEREDITAMENTS**

The number of hereditaments represents the number of actual business levypayers/voters within the BID area based on rateable business units from the rating list.

From the sample the typical number of hereditaments falls between 300 and 600, with eleven BIDs falling above 800 (Ireland Dublin 3,085; Newcastle 1,400; Hull 1,132; Leeds 952; London Kingston 950; Southport 925; Luton 900; Blackpool 846; Preston 840; Lincoln 836; Liverpool Commercial 830) and fourteen BIDs falling below 200 (Cornwall St Austell 192; Scotland Alloa 187; London South Bank 184; London Leicester Square 179; London Vauxhall 177; Great Yarmouth 177; London Baker Street 175; Scotland Lerwick 174; Birmingham Acocks Green 164; Scotland Milngavie 150; Scotland Clarkston 136; Scotland Dunblane 105; Scotland Giffnock 73; Scotland Sauchiehall Street 62).

The total number of hereditaments across all BIDs (excl industrial) is approximately 81,203 assuming an average of 500 hereditament for the 19 BIDs that did not respond to the survey.

## **BID TERM**

BID legislation allows a maximum term of five years and all BIDs except one (Lancaster on three years) now operate on a five year term following some shorter terms in the early years of the introduction of BIDs in the UK.

## **BID THRESHOLDS**

A threshold is a rateable value level below which hereditaments are not charged a levy. The main purpose of a threshold is to prevent very small businesses being required to pay small sums of money and therefore exempting them from the levy whilst still ensuring they benefit from the services. In addition, ensuring that once the levy collection charge has been taken into account there is a net gain in income. For example, a BID charging 1% levy rate with a collection charge of £20/unit will gain no net income from hereditaments below £2,000 rateable value as the levy payable will be £20 annually.

From the sample of 146 BIDs, the thresholds range from Nil (25 BIDs/17%) to £250,000 with eight BIDs at £100,000 or above (London Fitzrovia, London Leicester Square and London Victoria all at £100,000; London Baker Street, London Inmidtown, London North Bank and London Piccadilly & St James all at £150,000; and London New West End Company at £250,000).

## **BID LEVY DISCOUNTS: CHARITIES**

Some BIDs opt to give charities a discount on their levy although this is becoming less prevalent over time and especially in relation to discounts on trading charity shops. Of the 146 responses, 73 (50%) provide no discount to any kind of charity meaning the other 50% provide some level of discount. Of that 50%, 13 BIDs (9% of the total sample) specify that charity shops are excluded from their discount rule.

## BID LEVY DISCOUNTS: SHOPPING CENTRES

Of the relevant sample of 90 BID locations who have a shopping centre in their area, 55 (61%) give no discount to tenants in a shopping centre.

Shopping Centre Discount	Number of BIDs	%
Nil	55	61%
10 to 25%	13	9%
30% to 40%	8	5%
50%	13	9%
100%	1	1%

Of the locations that do provide a discount, there remains a variation of discounts provided. Only one location provides a full exemption to internal facing tenants and that is Reading. From those who give a discount, there are 22 locations that receive a voluntary contribution (presumably in lieu/in part to make the shortfall from the discount). These contributions range from £2,000 to £231,500.

# BID FINANCES

## LEVY INCOME

The BID levy income is the income collected directly via the mandatory BID levy and does not include any additional income. From the total sample of 203 (of which some averages were assumed due to lack of response or available information), the total BID levy income chargeable across the UK as at the survey date of 1st April 2015 is approximately £80,124,969.

From the data available, the smallest annual levy income is £34,000 from Scotland Giffnock and there are a total of fourteen BIDs with an annual levy income of £100,000 or below (Scotland Giffnock £34,000; Scotland Dunblane £35,000; Scotland Sauciehall Street £36,000; London Leytonstone £67,000; Otley £70,000; Scotland Milngavie £70,000; Scotland Clarkston £72,000; Scotland Lerwick £75,946; Bristol Clifton Village £78,000; Bristol Bedminster £85,000; Scotland Bathgate £94,000; Wimborne £95,000; Cornwall St Austell £100,000; and Dorchester £100,000).

The largest annual levy income is £3,618,000 from London New West End Company and there are a

total of sixteen that fall above £900,000 (London New West End £3,618,000; London Inmidtown £2,200,000; Leeds £2,000,000; London Victoria £1,982,749; Ireland Dublin £1,968,089 when converted to GB Pounds from Euros; Newcastle £1,850,000; Heart of London £1,632,000 combining London Leicester Square and London Piccadilly & St James; London Northbank £1,600,000; London Bankside £1,273,503; Liverpool £1,219,000 combining Liverpool Retail and Liverpool Commercial; London Baker Street £1,050,000; Scotland Edinburgh £974,891; London Bridge £972,872; Manchester £970,000; London Croydon £961,155; and London Fitzrovia £925,000).

Annual Levy Income Range	Number of BIDs
>£900,000	16
<£900,000 >£600,000	14
<£600,000 - >£400,000	25
<£400,000 - >£200,000	44
<£200,000 - >£100,000	31
<£100,000	14



## ADDITIONAL INCOME

The additional income is the level of contribution made to the BID area over and above the levy income. The data has been collated by type and source – direct additional income (ie. funds received directly into the BID account); indirect additional income (ie. funds contributed to the area as a result of the BID but not received directly into the BID account); and matched funding (ie. funds contributed towards the funding of BID services but not received directly into the BID account).

There are 26 BIDs from the survey that show more than £100,000 per annum additional income in to their BID bank account. London New West End reports £1,447,000, whilst Lincoln reports £1,026,000. Beyond those two very high sums, there are three BIDs that collect beyond half a million – London Kingston £769,815; Scotland Edinburgh £562,000; London Camden £523,000. There are ten BIDs receiving between £199,500 in Newbury; £205,000 Scotland Aberdeen; £213,000 Bath; £245,743 London Bankside; £259,000 London Bridge; £283,000 Rugby; £284,668 Ipswich; £288,500 Scotland Falkirk; £293,000 London Leicester Square and £330,500 in Plymouth.

Direct Additional Income	Number of BIDs	%
None	25	17%
< £10,000	20	14%
£10,000 - £20,000	12	8%
£20,000 - £40,000	23	16%
£40,000 - £60,000	12	8%
£60,000 - £80,000	13	9%
£80,000 - £100,000	14	10%
£100,000 - £200,000	12	8%
£200,000 - £ 330,000	9	6%
>£500,000	5	3%

The level of direct additional income compared to actual levy income shows only two BIDs achieving a leverage ratio of more than 1:1 (Lincoln 1:2.63; Scotland Falkirk 1:1.4). Beyond that, there are a further nine BIDs showing a leverage ratio of between 1:0.5 and 1:0.9 – Ipswich 1:0.51; Lowestoft 1:0.51; Scotland Edinburgh 1:0.58; Scotland Giffnock 1:0.59; Great Yarmouth 1:0.6; Plymouth 1:0.73; London Camden 1:0.78; London Kingston 1:0.87; Newbury 1:0.89.

In terms of funding sources most locations average two to three sources and their respective local authority is often still one of those. There are also many examples of voluntary contributions, advertising/sponsorship revenues and commercial revenues. Further details of the funding sources are available.

Beyond the direct additional income, BIDs are invited to report on investment income, which is investment in their location that did not go directly through their bank account but is as a direct result of catalytic activity of the BID.

A total of 54 BIDs from the sample of 146 reported investment income as a direct result of the BID whilst others recognised investment has been achieved but it has proved difficult to quantify. In terms of total figures, the total of that investment income is £47,826,287.

The largest investment incomes reported were from Ireland Dublin £17,561,880 (converted from euros to GB Pounds) for the Grafton Street Improvement Programme; Scotland Kirkcaldy £11,100,000 for a Town Centre Improvement Fund and a Sea Wall Upgrade; London Camden £4,800,000 for public realm investment and police resourcing; London Leicester Square/London Piccadilly & St James £3,500,000 for a police Impact Zone and West End Live; Derby St Peters £1,800,000 for public realm investment and heritage lottery funding; London Baker Street £1,495,000 for gyratory removal project and subway improvements.

The matched funding reported by BIDs includes the value of support through various means that does not come via direct cash but instead pro bono

support or in-kind support such as free office space/venues; staff support from secondments/volunteers etc; marketing, design and events support; advertising value; free accounting and legal support; and levy collection service provided free of charge. The total of matched funding reported in the survey this year was £3,002,620 from across a total of 74 locations.

Direct Additional Income	£12,138,403
Investment Income	£47,826,287
Match Funding	£3,002,620
Total Additional Income	£62,967,310
Total BID Levy Income	£80,124,969
Total Investment in BIDs	£143,092,297

## BID LEVY COLLECTION

### LEVY COLLECTION CHARGES

The levy collection charge is the sum of money charged by the local authority to the BID for the service of collecting the BID levy. The BID Regulations allow for a reasonable charge to be made for this service and the details of this service should be set out in an operating agreement between the two parties.

The most appropriate method for comparing collection charges is by calculating the unit cost, ie. the total collection charge divided by the number of hereditaments. This then allows a fair comparison across all BIDs. The sample size for this data set is 146 BIDs and of those, 38 (26%) appear to have no collection charge made to them by their local authority. Having said this, there is clearly a trend towards gradual introduction of charges around the country in many of those locations that originally had free collection. The latest area to experience this has been Birmingham where the Council has announced charges to be introduced but these have not been applied within this financial year.

Of the remainder, 16 have a unit cost in excess of £60/hereditament, of which two are Liverpool (Liverpool Retail £65; Liverpool Commercial £72), one is Hinckley (£81) and the rest are London BIDs

(North Bank £65; New West End £66; Paddington £71; Bankside £77; Stratford £81; Hammersmith £82; London Bridge £85; South Bank £87; Piccadilly & St James £87; Baker Street £98; Leicester Square £99; Vauxhall £112; Victoria £113). A total of 27 have a unit cost in excess of the Industry Criteria acceptable level of £35/unit.

When the charge is calculated as a percentage of BID levy income, 37 BIDs are above the Industry Criteria guidance of 3%. Those above the 3% fall as follows – nine at 4%; ten at 5%; six at 6%; three at 7%; four at 8%; two at 9%; three at 10%; and one over 10%.

From a regional perspective, out of the 32 London BIDs within this sample only three show nil collection charge; of the 17 Scottish BIDs within this sample there were nine showing nil charge; and of the ten Birmingham BIDs within the sample all still have nil collection charge but it is understood this will be changing in 2016/17. It is also interesting to note that across Cornwall all five BIDs within the sample have a set % of annual income charge set at 1.25%.

# BID BALLOTS

## TOTAL BID BALLOTS

BIDs are established by achieving a dual key majority at a BID ballot, which is run impartially by the relevant local authority or its nominated agent. As BIDs are fixed term organisations, in order to continue beyond the first term, a renewal ballot is required. In the event of a failed ballot, a BID is free to run a re-ballot if desired.

As at the survey date, 1st April 2015, the success rate for all ballots across the UK and Ireland from inception was running at 83% from the total number of ballots held of 358.

In terms of ballot results, the ballot holder is legally required to report on turnout (ie. the % of those that voted); majority in number of those voting; and majority in Rateable Value of those voting. There is

clearly a pattern of improvement at ballot from first term, to second and then into third. In particular, most of the third term ballots to date demonstrate this on majorities although turnouts are not necessarily so strong. For first renewals there have been a total of 90 ballots held with a success rate at 90%; and for second renewals a total of 12 held with a success rate of 100% so far.

In terms of turnouts, the average is at 47% but the study year has seen some exceedingly low turnouts, in particular West Bromwich at 17% and Greater Yarmouth TBID at 19%.

On the flip side, the number of no votes appears to be decreasing with only three failed ballots within this study period 2014/15; compared to five in 2013/14; six in 2012/13; and eleven in 2011/12.

# BID MANAGEMENT & GOVERNANCE

## BID MANAGEMENT TEAMS

All BIDs have some degree of management resource but the type and scale of team is largely dictated by the budget and the type of activities being delivered. BIDs were asked to provide details on number of staff employed within the management team within the survey year categorised as full time; part time; and consultant.

From the survey data of 146 BIDs, the total staff employed amounts to 722 spread across full time, part time and consultants. There was no BID in the survey that operates without some paid staff resource. A total of 69 (47%) BIDs operate with three or less staff derived from a combination of full and part time and consultants.

At the other end of the spectrum there are 14 BIDs that operate with 10 or more in the staff team made up of full and part time and consultants.

And there are seven that operate with 15 or more. It should be noted that these figures do not necessarily represent full time equivalent figures as the totals are made up from full time, part time and consultants and indeed some BIDs will be including a Ranger service in their figures because they are employed in-house, whilst others who outsource their Rangers may not be including these.

Total Staff Numbers	
London Bankside	23
Rugby	19
London New West End	19
London Kingston	19
Heart of London*	15
Lincoln	15

\*running two BIDs – London Leicester Square to Piccadilly Circus & London Piccadilly & St James

Of the 146 BIDs that responded, 113 have at least 1 full time member of staff leaving 33 that employ no full time members of staff (but as above in these cases they have either part time and/or consultants).

From a consultant perspective, 60 of the 146 (41%) have employed consultants during the survey period, either full time and/or part time. The highest number of consultants were in London Inmidtown (6) and London South Bank (9).

## BID BOARDS

From the 146 BIDs that responded, it is evident that there is a vast spread of BID Board composition with no typical size. The majority (121) have a board size of between 8 and 20 (when you include Directors and Observers). There are 15 BIDs with 5 or less Directors and at the other end of the spectrum there are 10 BIDs with 20 or more Directors. It is interesting to note though, that when the number of observer places is added in the totals change considerably in some cases. For example, the majority of the seemingly small Boards are actually much larger numbers once the observers have been added and therefore it is more to do with their composition rather than overall size.

Board Members	Directors	Observers
London Bermondsey	1	7
Royston	2	16
London West Ealing	3	0
Scotland Clarkston	3	0
Scotland Giffnock	3	0
Mansfield	3	14
Southend	3	14
London Leytonstone	4	0
London Hammersmith	4	7
Hitchin	4	8
London Ilford	4	12
Lowestoft	4	20

Equally, of those that have seemingly large Boards, the pattern with these is generally a very small number of observers.

Board Members	Directors	Observers
Loughborough	22	3
Heart of London*	21	3
London Croydon	21	3
Birmingham Retail	21	1
Lincoln	20	4
Huntingdon	20	3
Rugby	20	2
London Baker Street	20	1
Birmingham Colmore	20	1

\*running two BIDs – London Leicester Square and London Piccadilly and St James

Once the Directors and Observers have been added together to show total numbers on BID Boards there is still a vast range from 3 members in London West Ealing, Scotland Clarkston and Scotland Giffnock to 25 in Loughborough. There are 19 BID Boards that have 20 or more members and the total number of board members reported across the industry amounts to 2,067.

## LOCAL AUTHORITIES

Of the 146 BIDs responding to this question, 10 reported no local authority representation on the board. Of the remainder, 40 reported 1 local authority representative on the board; 62 reported 2; 14 reported 3; and 16 reported 4; and 4 reported 5 local authority representatives on the board. The BIDs with the highest number of local authority representatives are – Great Yarmouth, Hinckley, Stratford upon Avon and Lincoln all with five representatives. The total number of local authority representatives across the industry totalled 289.

## PROPERTY OWNERS

Of the 146 BIDs responding to this element of the survey, 99 reported having property owners involved in their boards. Having said this, it is anticipated that the figure is in fact higher than the data suggests as it would appear that some have chosen to include their shopping centre representatives as owners but others haven't. Likewise in the case of local authority representation, some have been classified as property owners whilst others haven't.

There are ten locations that have 5 or more property owner representatives on their board.

Property Owners	Directors	Observers
Scotland Elgin	9	0
Reading	8	0
London Baker Street	7	0
London New West End	6	0
Scotland Milngavie	6	0
Weston	6	0
Heart of London*	6	0
London Paddington	6	0
Loughborough	5	0
Plymouth Waterfront	5	0

\*running two BIDs – London Leicester Square and London Piccadilly and St James

From the data provided, there are 238 property owner representatives on BID Boards around the country, which accounts for approximately 11% of all Board representation.

## BID POLICY MATTERS

### TRANSFERRED SERVICES

In recent years, as public sector finances are reducing and BIDs are becoming recognised delivery models there has been increasing discussion about the concept of transferring services from the public sector to BIDs.

For the first time, we have therefore asked a question within the survey on this topic. We asked BIDs if they have taken on any transferred services or if they are considering doing so, and if so what types of services are being considered.

From the survey sample of 146 BIDs, only 12 responded that they have already taken on transferred services. More than half of these examples relate to taking responsibility for some elements of street cleaning/washing, public toilets, and marketing and events without any specific references to the term and contractual arrangements. A total of only four locations refer specifically to contractual and funding arrangements in relation to delivery of transferred services –

London Kingston has a five year agreement to the value of £107,000 (including annual inflation) which covers Markets Management, Street Activities, Community Events and Ambassadors; Lincoln deliver the Visitor Information Centre on a five year agreement to the value of £180,000 pa; London Waterloo run the Lower Marsh Market on a license from Lambeth Council with no funds contributed from the Council; and finally Chester manages al fresco licenses, commercial spaces and city centre management for the term of the BID.

When responding on whether they are considering taking on transferred services going forward, a total of 23 locations confirmed they were considering some type of service transfer. Four of these responded positively but provided no details as it was too early to say, whilst the remaining 19 state interest in running services including cleansing; enforcement; al fresco licensing; street trading and markets; parks; planting; open spaces; tourism; events and Christmas activities.



## LATE NIGHT LEVY

The Late Night Levy concept was created within the Police Reform and Social Responsibility Act 2011 and came into force in October 2012. The levy can be established by a local authority imposing a levy on late night licensed premises to fund local authority and policing services with a split of 30%/70% respectively. There is provision within the legislation to exempt BID levy payers but this is at the discretion of the imposing local authority.

The discussion regarding the implications of late night levy on BIDs has become heightened in recent times, therefore this was included as an additional question within this year's survey. Of the 146 respondent BIDs, a total of 113 locations answered that there has been no consideration or discussion locally regarding imposition of a late night levy. Meanwhile of the remaining 33, three confirmed that a late night levy has been imposed in their area (London Angel; Newcastle; and Nottingham – although Nottingham successfully negotiated a full exemption for BID levy payers). A further ten locations cite that consideration of a late night levy is still live – eight of these locations are within the major cities of London, Liverpool and Manchester; with the other two locations being Brighton and Weymouth. The remaining twenty locations refer to previous consideration of late night levy in their area with many of them quoting lobbying from the BID being an influencing factor for the levy not being pursued.

## TOURISM BIDs (TBIDs)

The term 'Tourism BID' or 'TBID' was coined back in 2010/11 when the, then Tourism Minister, identified the opportunity of utilising the existing BID legislation to fund gaps in tourism services around the country. The only addition that was required was to pass the long awaited cross boundary regulations to enable a single BID to straddle an administrative boundary. There was great concern in the early stages that a TBID model might overlap with an existing town or city BID and expect businesses to pay both levies.

Since then there has been limited activity in terms of implementation – Loch Ness and Inverness BID, south of the Inverness city BID quotes themselves as the first TBID in the country, although in essence

it is a rural BID with a tourism agenda and does not overlap any existing BIDs. Since then there has been a coastal BID established in the smaller towns and coastal region alongside Bournemouth town centre BID – this could be loosely described as a TBID but is really a BID with a predominantly tourism agenda and again does not overlap the town centre BID. Back in summer of 2014 there was a proposed TBID for Birmingham and Solihull area, which planned to overlap many well established BIDs in Birmingham and this was dropped prior to going to ballot. Most recently a Greater Yarmouth BID has been established in March 2015 that is calling itself a TBID and is operating beyond the existing town centre BID but its catchment of levy payers is much wider than just tourism operators. Partly due to the very low turnout (19%) of this ballot, the Greater Yarmouth BID is yet to establish a breadth of business support.

In terms of the responses to the survey question, 121 of the 146 claimed no discussion has taken place in their location regarding a TBID. Of the remainder, 13 quote that a TBID has been discussed in their area but discounted; a further seven quote that a TBID is still under discussion in their area (these range from small town to big city locations); and a further four, whilst stating there has been no TBID discussion, refer to involvement in a DMO or possible Destination Management Organisation (DMO) within their region instead (Stratford upon Avon; Bury St Edmunds; Plymouth; and Weymouth).

## NEIGHBOURHOOD PLANNING

The National Neighbourhood Planning Framework was published by Government in 2012 and introduced the concept of Neighbourhood Planning. Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and shape the development and growth of their local area. They are able to choose where they want new homes, shops and offices to be built, have their say on what those new buildings should look like and what infrastructure should be provided, and grant planning permission for the new buildings they want to see go ahead.

Local communities can choose to set planning policies through a neighbourhood plan that is used in determining planning applications; and to grant planning permission through Neighbourhood



Development Orders and Community Right to Build Orders for specific development which complies with the order. Neighbourhood planning is not a legal requirement but a right which communities in England can choose to use.

Where a community wants to take up the opportunities offered by neighbourhood planning, the legislation enables three types of organisation, known as qualifying bodies, to lead it - a parish or town council; a neighbourhood forum; or a community organisation. Whilst BID's can already be considered an appropriate qualifying body within these criteria, the Government Review of BID's during 2015 consulted on the appetite for BID's to lead business-led Neighbourhood Forums and in response to this consultation, the British Property Federation supported the concept of BID's leading Neighbourhood Plans.

The scale and extent of the establishment of Neighbourhood Plans has so far largely been confined to smaller rural residential communities with a total of 75 referendum having taken place across the country at the time of writing. The first business-led referendum has recently been successful in central Milton Keynes. Meanwhile, the Government reports as many as 1,500 communities investigating the process of Neighbourhood Planning, 350 of which have applied for funding support to progress.

Due to the gradual take-up of this concept across the UK, the survey introduced a question around Neighbourhood Planning this year and asked what involvement BID's have had in their local areas and indeed if there were any obvious implications for BID's. From the survey responses of 146, a total of 111 reported no involvement in Neighbourhood Planning within their area. From the remainder, about half referred to the ongoing development/ designation of a Neighbourhood Forum having established the area, whilst the other half confirmed existence of a Neighbourhood Forum either within/ overlapping their area or tangential to their BID area. From a regional perspective it is interesting to note that the majority of those reporting a Neighbourhood Forum are located almost exclusively in London and Cornwall. In addition the majority of BID's report their involvement in a supporting capacity having seen the Neighbourhood Forum initiated by others with the exception of Liverpool who report a leadership role in the current early stages of development; Stratford upon Avon where the BID is the lead on the town centre element as the plan goes through the consultation period; London Bankside where both residents and businesses were involved in its initiation; and London Paddington where the BID with business and resident partners has successfully applied to become a Business Neighbourhood Area and are currently working on establishing a Neighbourhood Forum.

## INDUSTRIAL BID's

### GROWTH RATE OF INDUSTRIAL BID's

Despite a strong growth of industrial BID's in the early years, the growth in recent years seems to be slowing - 2013/14 saw three new BID's (Sheffield Lower Don Valley; Cornwall Newham; and Manor Royal) and this survey year has seen just two (Marlow Globe Park and Ferndown and Uddens). This leaves the current cohort of industrial BID's at 28.

### TERM OF INDUSTRIAL BID's

All industrial BID's have a term of five years.

### LEVY RATE OF INDUSTRIAL BID's

Levy rates for industrial BID's are generally higher than for town centre BID's and there are more BID's with a variable rate, usually on a banded system. Within the sample of 20 industrial BID's, there are eight that operate with a banded system (Astmoor;

Gadbrook Park; Halebank; Lancing; London Kimpton; London Garratt Park; London Willow Lane; and Winsford). In terms of levy rates they range from 1% to 4%. Finally one location (Sheffield Lower Don Valley) has a variable rate charging two different levels of levy within their area.

London Argall	1%
Manor Royal	1%
Segensworth	1%
Ferndown and Uddens	1.25%
Globe Park Marlow	1.25%
London Riverside	1%
London Hainault	2%
Longhill and Sandgate	2%
Cornwall Newham	2.5%
Albion	4%

## HEREDITAMENTS OF INDUSTRIAL BIDS

The total number of hereditaments across the sample of 20 industrial BIDs is 3,973. The smallest number is 40 in Halebank and the largest is 516 in Manor Royal.

## LEVY INCOME OF INDUSTRIAL BIDS

From the sample size of 20 industrial BIDs the total annual levy income is £2,758,104. The smallest levy income being £50,000 in London Kimpton and the largest being £412,532 in Manor Royal.

## ADDITIONAL INCOME OF INDUSTRIAL BIDS

Of the sample of 20 BIDs that responded, ten received direct additional income beyond the BID levy. The total additional income across all BIDs when investment income and in-kind is also taken into account amounts to £919,217, the vast majority of which comes from their respective local authorities.

## LEVY COLLECTION CHARGE OF INDUSTRIAL BIDS

From the sample of 20 BIDs with respect to levy collection, nine pay no collection charge and the remainder range from £4/unit (Cornwall Newham) to £79/unit (Globe Park Marlow). This year there are five BIDs with a collection charge above the industry guidance of £35/unit (Astmoor; Halebank; Sheffield Lower Don Valley; Albion; and Globe Park Marlow).

## MANAGEMENT AND GOVERNANCE OF INDUSTRIAL BIDS

Of the 20 BIDs responding to the survey, eleven of them operate with only part time staff, and overall a total of 33 staff are working across those locations as a combination of full/part time employed and consultants.

The size of board meetings across the industrial sector seems to have no real pattern in terms of size ranging from 2 in Winsford and 20 in Cornwall Newham. From a local authority perspective, seven of the BIDs have no local authority representation on their boards.

## POLICY MATTERS IN INDUSTRIAL BIDS

Only one location cited discussion of a possible transferred service, this was Globe Park Marlow considering grass verge maintenance. Two locations referred to involvement in local Neighbourhood Plans - Cornwall Newham and Winsford.



2015

British BIDs presents

# Proud Projects

As part of our annual Nationwide BID Survey we invite BIDs to submit one 'Proud Project' idea at the end of the survey. This should be a project that demonstrated innovation, impact and value for money.

This year we received 72 ideas, which were whittled down to a long list of 41 projects, culminating in a shortlist of the following 20.

# Smarter Giving

BY BAKER STREET  
QUARTER PARTNERSHIP

**Date Delivered**  
April 2014 to date

**Cost of the Project**  
£10,000. This constitutes the cost of the consultant Project Manager to facilitate the project throughout the 12 months from April 2014

**Cost to the BID**  
£10,000

*"As part of a global business we have to and want to play our part in the community. BakerstreetQ and Smarter Giving have been instrumental in the area coordinating and facilitating strong community links. This has in turn, with their help, and guidance assisted us in finding projects that are specific to our needs and with a maximum benefit to the community often bringing many businesses together for a common goal. Without this guidance our impact would be limited and often would overlap with other organisations trying to achieve their own goals. The wider community has been helped immensely by this collaboration."*

James Jude, Director of Sales, DoubleTree by Hilton London – Marble Arch

## Project Description

The aim of the Smarter Giving project is to bridge an identified gap between business members who want to support local charities and community groups (as opposed to more easily accessible national charities) and these same groups who generally lack the in-house resource to foster relationships with businesses that could support them. This is particularly pertinent as immediately north-west of the BID boundary lies an area ranked as the 6th most deprived in the country. The majority of the BID's 170 members are head offices, along with 7 major hotels. Corporate Social Responsibility (CSR) is key for many of these businesses. Opportunities offered to members include fundraising, volunteering, mentoring, skill sharing, facilitating community events, donation of clothes, food and toys and provision of work experience.

## Project Output

In its first full year of operation, Smarter Giving has engaged 23 businesses and 18 community groups. It has raised over £70,000 for local charities and community groups and 68 volunteers have given their time and skills. Organisations that have benefitted from support include schools, nurseries, charities supporting the homeless and the elderly, poverty support, hospices, hospitals and youth groups. Homelessness is a particular focus with the work for homeless charities directly helping to support the street operations programme and alternative giving/anti-begging campaigns.

The project has resulted in a wide array of successful initiatives including:

- ▶ The organisation of 18 food, clothes and toy drives raising nearly 100 boxes of donations and over 200 children's gifts
- ▶ Provision of a new kitchen to a catering social enterprise division of a woman's hostel
- ▶ Librarians from University and book publishers working with local primary school on the creation of a new library
- ▶ 13 long-term mentorships established for young people and charity staff





# Leamington Food & Drink Festival 2014

Featuring the  
'Homecook of the Year'  
Competition

BY BID LEAMINGTON



## Project Description

To showcase the town's fantastic Food and Drink offer and attract new visitors, BID Leamington organises a Food & Drink Festival which runs over two days each September. Located in the beautiful Pump Room Gardens in the heart of the town centre, the event is free to attend and has grown into the biggest event in the town's calendar. The festival features a Live Kitchen, Kids Cookery School, Masterclasses, Live Music and the popular Taste Trail where visitors can eat in town for £1. In 2014, they launched the 'Home Cook of the Year' Competition in association with a local award winning business, Aubrey Allen. This features a live 'cook-off' with four finalists battling it out under the watchful eye of judges, Brian Turner CBE and Andreas Antona.

Around 50 BID levy payers take up stalls and pitches which are offered free of charge or at reduced rates. The remaining 100 spaces are sold to help fund the event with priority given to businesses in the local region. At the festival site they have an 'I Love Leam' area which showcases products from local retailers, and many businesses in the town centre capitalise on the footfall and embrace the theme to enhance the customer experience.

The BID team are always looking to build on this fantastic event and for 2015 announced the launch of the 'Great Leam Bake-off' Competition.

*"The Food and Drink Festival is huge – it attracts lots of people to the town and there are loads of different stalls with lots going on. Many come up for day trips and many people stay over in the hotels. It's a great place to come for a weekend."*

Nigel Pinegar, The Royal Pug, Leamington Spa



## Project Output

It is estimated that the festival attracts over 25,000 people to the town centre from all over the UK. Footfall on the Parade within the town centre increases by between 7-16% when compared to weekends on either side of this date. In 2014 the event was highlighted in the Sunday Telegraph as one of the 'Top 10 Autumn Food Festivals in the UK'. In addition, festival related PR appeared in 39 publications with an Equivalent Advertising Cost of £29,742. There were articles on at least 21 websites and a number of interviews on various radio stations including BBC Coventry & Warwickshire. Website visits were up by 12% and social media 'likes' and 'followers' also increased.

Notably the event is free for the public to attend. This is fairly unique in the world of Food & Drink Festivals and is something the BID team works very hard to maintain. This ensures that the event is accessible to all and helps enhance the experience to both visitors and traders.

**Date Delivered**  
6th & 7th September 2014

**Cost of the Project**  
£37,650

**Cost to the BID**  
Income of £32,294 from stall sales and sponsorship. This includes all event costs, marketing and staff costs. The event also relies on a significant amount of volunteers' time to deliver.



# A38 Green Wall

BY BIRMINGHAM SOUTHSIDE BID



**Date Delivered**  
January 2015

**Cost of the Project**  
£13,000

**Cost to the BID**  
£10,000

## Project Description

In May 2014 the World Health Organisation named nine English towns and cities which were in breach of safety guidelines for air pollution – Birmingham was one. Off the back of the report, Southside BID, in partnership with Atkins and with research support from Staffordshire University, commissioned the installation of a green wall along the A38, a key gateway for traffic into Birmingham, in an attempt to reduce pollution levels caused by motor vehicles. It is thought to be the first time that a green wall or green screen has been created using an existing pedestrian guardrail. The wall, which was installed in three segments along almost 140 metres of the A38 Bristol Street's central reservation is now covered in green vegetation which will remove a significant quantity of airborne particles. Following installation, Staffordshire University has been monitoring how much particulate matter was trapped by the greenery and should it prove successful the scheme could be implemented city-wide.

## Project Output

Using samples collected from foliage, researchers from Staffordshire University examined them using an environmental scanning electron microscope. The results demonstrate that the screens capture particulates from the air, improving local air quality. Researchers found that the quantity of particulate interception may be of the order of 145 million particles per square metre a day. Off the back of the success of the Green Wall project, Southside BID and its partners are exploring the potential for extending the installation along the full length of Bristol Street and other high-volume traffic areas. Levy payers have commented on a notable improvement in air quality and have commended the BID on its application.

*"Southside BID's dedication to enhancing the working environment was a key pledge in the initial ballot, and one they have continued to fulfil time and time again. The Green Wall has not only made the central reservation along the A38 more visually appealing but it has also improved the air quality for those who have offices and businesses along that route. The Green Wall is a fantastic initiative and one that myself and many other businesses would like to see implemented throughout the city."*

Nathan Retzer, Quarter Horse Coffee





# Wolfe Tone Square Regeneration

BY DUBLIN TOWN

## Project Description

Wolfe Tone Square is a public space just off the main shopping streets of Henry Street and Mary Street. Located adjacent to a renovated Church that is now home to a popular bar and restaurant the square was built over the site of the Church's former graveyard. Despite its central location, Wolfe Tone Square has been underused as a public space and has experienced problems with antisocial behaviour including street drinking. Beginning in 2014 Dublin Town formed an action group which included local businesses and City Council officials to address the problems the Square was experiencing. Through this partnership approach a series of events were programmed to raise the profile of the area along with a brand and dedicated website was created.

## Project Output

The success of preliminary events which were organised by the working group has led to interest from other major events companies in hosting events in the area, these include the New Year's Festival, the Bram Stoker Festival and the Jameson Dublin Film Festival. The events have successfully led to the popularising of the square more widely with the general public. This has culminated in a recent 'World Café' event to discuss and plan the future of the Square which was attended by more than 50 businesses, local residents, Gardaí, City Council and other stakeholders. This has led to plans for the physical improvement of the Square including the tendering process for a new café on the square and an outdoor reading room.



**Date Delivered**  
July 2014 - ongoing

**Cost of the Project**  
€70,000

**Cost to the BID**  
€39,577 to date

*"We always felt that Wolfe Tone Square was completely underutilised as a civic amenity and that it had great potential as an outdoor and event space. Over the years the square had become something of a magnet for antisocial behaviour. We've seen significant progress over the last year in the Square with a range of events that have opened up the Square to families shopping on Henry Street as well as providing new visitors to the area with a really positive initial experience. Not only has this benefitted our business but it has also benefitted the wider area."*

**Brendan Flynn, Owner, The Church Bar and Restaurant**



#### *"Edinburgh*

*Fashion Week has been great for small boutiques in the city, like mine. It's been amazing to meet so many wonderful people and introduce my shop to those who aren't yet aware of the different shops on Thistle Street. Edinburgh is a hugely diverse and vibrant city and it's great to see this being translated through fashion as well. There's been a huge buzz in the city over the last few weeks and I'm grateful to have been part of it."*

Karina Baldorf, Owner, Kakao by K

### Project Description

Following the disruption caused to businesses over a prolonged period due to the Tram construction, the city centre re-launch project was the number one priority for Essential Edinburgh's businesses. The successful renewal ballot triggered the City Centre Marketing Campaign, "This is Edinburgh" to be created to re-launch the city centre as a destination for locals and those within a two-hour commute. It is a collaborative project funded by Essential Edinburgh, Marketing Edinburgh and the City of Edinburgh Council that is delivering a two-year coordinated marketing campaign for the city centre alongside four key events per year; Spa in the City (May 2014), Film in the City (June 2014), Edinburgh Restaurant Festival (October 2014) and the Edinburgh Fashion Week (March 2015).

### Project Output

The investment from levy payers has been factored up by 1.5 with match funding from Marketing Edinburgh and half funding from the City of Edinburgh Council. This has enabled the key messages of the campaign to reach a much wider audience through an integrated marketing campaign that includes TV, radio, outdoor media and highly successful social media. Research carried out in January 2015 showed that 95.6% of Edinburgh residents felt more positive about Edinburgh's city centre than they did in 2014, with 88.6% stating that the 'This is Edinburgh' campaign has made a positive difference. The key targets which were set for the full two year campaign were that footfall in Edinburgh City Centre must be ahead of the UK average by 2% and retail sales must be ahead of the UK average. After one year of the campaign both key targets are on course to be achieved, with footfall averages 2.3% ahead of the UK and retail sales 2.6% ahead of the UK (4.6% ahead of Scotland).

# This is Edinburgh

BY ESSENTIAL EDINBURGH

#### Date Delivered

May 2014 to March 2015

Spa in the City: 24th & 25th May 2014

Film in the City: 9th – 29th June 2014

Edinburgh Restaurant Festival:

9th – 23rd October 2014

Edinburgh Fashion Week: 7th – 15th March 2015

#### Cost of the Project

£1,000,000 for 2 year project

#### Cost to the BID

£400,000





*"The Paint the Town Yellow Day was a fantastic success. The support from local daffodil farmers, traders in Falmouth, local schools and the design departments at Falmouth University was overwhelming. The children had a fabulous day and it was great to work with the Falmouth BID to strengthen the town's community spirit."*

Jacqui Owen, Princess Pavilion and Gyllyngdune Gardens

### Project Description

This is an innovative early season initiative devised by Falmouth BID that connects numerous sectors within the town – business, voluntary, resident, schools, university and visitor. The idea has a wide-ranging social and visual impact, designed specifically to improve the public realm and one's engagement with Falmouth's high street at the start of the visitor season. All BID businesses have the opportunity to engage with the scheme. In essence, the town centre is sprinkled yellow as shop fronts small and large are given a yellow design makeover to celebrate the onset of spring and the new season. During the planning stage it included liaison with all BID businesses to determine those who will benefit from full or partial window design, or receive Falmouth BID branded vases filled with daffodils; collaboration between Falmouth University design students and all Falmouth primary schools of the town, leading to a series of workshops undertaken in advance of the day where props were devised, designed and produced; and over 20,000 daffodils were donated by neighbouring flower farms who fully support the BID scheme.



# Paint the Town Yellow Days

BY FALMOUTH BID

**Date Delivered**

March 2015

**Cost of the Project**

£1,000

**Cost to the BID**

£1,000



### Project Output

Output on the day included -

- ▶ Falmouth University Student Ambassadors leading out teams of primary school children in a yellow-themed town procession, stocked with materials, props and daffodils
- ▶ Teams allocated design time in each BID business, transforming shop fronts into brightly coloured and imaginative spaces
- ▶ 30 shop fronts re-designed by children and students and over 150 businesses received thousands of daffodils
- ▶ Business feedback indicates that such innovative solutions to early season promotional efforts makes a difference - 30% of retail businesses experience a 1-6% uplift throughout this early season initiative.

#### Date Delivered

The scheme was launched in November 2014 and is still running

#### Cost of the Project

£10,000

#### Cost to the BID

£7,000

# First Hour Free

BY GREAT YARMOUTH BID



*"Palmer's Department Store congratulates the Town Centre Partnership and Great Yarmouth Borough Council on getting the 'First Hour Free' scheme off the ground - there were inevitably many hurdles to overcome in order to get the idea to reality. It has generated welcome 'good news' publicity at a difficult time for Great Yarmouth town centre. We are accepting over 200 vouchers each week (last week - 517 during first week of sale), I think we can safely say that it has been popular with customers and has helped in getting people through our doors."*

**Bruce Sturrock, Chairman, Palmer's (Gt Yarmouth) Limited**

## Project Output

The BID ensured that the marketing was sustained beyond an initial fanfare of publicity with a six month radio advertising campaign, reinforced with print advertising, social media and news releases. Following the launch of the scheme the November footfall improved to -1.7% (against -3.9% pre-scheme) whilst the December footfall was up 2.9%, only the third monthly increase experienced in the previous 18 months. This annual growth continued into the first quarter of 2015 with a 2.6% increase on the previous year being experienced.

## Project Description

Our 'First Hour Free' Initiative was devised as a sustainable and marketable parking offer for town centre shoppers using local authority pay & display car parks. The idea emerged from an open meeting between traders, BID members and Great Yarmouth Borough Council (GYBC) leaders when it was apparent that despite concerns that the cost of car parking was impacting footfall, the local authority was unable to provide free or reduced parking due to increased pressure on budgets. As a response to this a suggestion was made by one of the BID members that the town traders could themselves offer to reimburse at least part of their customer's parking costs against a purchase made in their shop or business. Working with GYBC officers the BID created a scheme that allows shoppers to claim one hour free parking on production of an extra ticket. Whilst the Borough Council would bear the cost of converting the ticket machines and the cost of the additional ticket, it was agreed that the retailer would have to cover the cost of the one hour's parking. The role of the BID is to recruit retailers to participate in the scheme and to advertise and promote the initiative to consumers. The 'First Hour Free' slogan was supported by the creation of an identifiable logo to be used to identify shops participating in the scheme.



# The West End Impact Zone

BY HEART OF LONDON  
BUSINESS ALLIANCE

**Date Delivered**

Launched July 2014

**Cost of the Project**

£3 million

**Cost to the BID**

£10,533

## Project Description

With over 28 million visitors each year, policing the West End is a huge challenge. Leicester Square alone has 225,000 visitors every Saturday night. Drawing on the experience of international partners in New York's Times Square, Heart of London Business Alliance led the case for an impact zone of concentrated, highly-visible policing. A new team of 100 police officers provides a minimum presence of 18 officers during the day and 23 officers at night around Leicester Square, Coventry Street and Piccadilly Circus. Split between regular micro-beats, fixed podiums and a mobile kiosk, they tackle crime and the fear of crime. The officers also help visitors and provide additional safety when bars and clubs close. Launched by the Mayor of London, the Impact Zone is an example of what a BID can achieve by working closely with the police, its members and local authority in providing strategic solutions to place management.

*"Crime in a world-renowned destination can be an image maker – or image destroyer – for the City. The downside of not dealing with crime is enormous."*

Tim Tompkins, President, Times Square Alliance

*"Striking difference last night with the active police presence. So much better."*

Simon Thomas, CEO Hippodrome Casino

## Project Output

Crime is down 34% in the first year of the West End Impact Zone, with even more dramatic changes in visitor and business perception. Prior to the launch of the Impact Zone, half of their businesses when asked said they felt 'unsafe'. Now, over 90% feel 'very safe' or 'fairly safe'. Two-thirds of businesses now see a police officer more than once a day, up from 1-in-40 before the launch. Monthly food and beverage sales have increased by 12% since August 2014, set against 456 fewer thefts and 103 fewer robberies. More than 70% of their businesses agree that the Impact Zone is addressing their concerns about crime and safety.

From the start of the Impact Zone to the end of 2014, weekly footfall was up on average by 3.2%, with notable week-on-week increases as the scheme continues, overall an additional 1.57m visitors were attracted to the Leicester Square-Piccadilly Circus area compared to the previous year (weeks 32-53). Part of the police team briefing of the project is encouraging positive visitor interaction with police, not only for help and guidance, but a friendly welcome, including posing for photos to provide visitors with a personal, iconic image of London and the West End.



# Wi-Fi and Integrated Marketing Solutions

BY HINCKLEY BID

## Project Description

It is an undeniable fact that over the past five years or so consumer habits have irreversibly changed, and that digital technology is now playing an ever greater part in the way we shop and do business. In particular, the growth of the use of mobile technology continues to outstrip all other forms of marketing and communication. The public access Wi-Fi being delivered in Hinckley is a state of the art solution, which provides free public access to all visitors within the core town centre area. Their customers can come into town safely in the knowledge they can access free Wi-Fi to allow them to access emails, social media and the internet to do business or simply keep in touch with one another. The solution also allows them to gather the data of those using the Wi-Fi, allowing them to monitor visitor profiles, frequency of visits etc. This data can then be used by the system to push messages out to customers via social media, SMS or email.

## Project Output

Since its launch in November 2014 the system has registered just under 2,000 users, all of whom are now able to communicate with directly via the portal provided. Hinckley already has footfall counting radar provided by the BID which helps monitor the number of visitors, however the data provided by the Wi-Fi solution now provides them with a snapshot of more detailed demographic data i.e. gender and age profiles, frequency of visits and even via social media connectivity re: visitor interests – allowing for a more targeted marketing approach. The system has also dramatically increased their social media profile – for instance increasing Facebook 'Likes' by over 50%.

The Wi-Fi also provides Hinckley with a great infrastructure base from which to launch and support other projects including a new Town Centre App with Reward scheme and Wayfinder devices. The Local Council are also currently exploring the use of their Wi-Fi system in support of a project which involves the upgrading and expansion of their current CCTV systems, and this would provide dramatic savings on the existing provision.



Date Delivered  
November 2014

Cost of the Project  
£27,500

Cost to the BID  
£15,500

*"The BID's Free Town Centre Wi-Fi solution provides a great platform to help local businesses embrace digital technology in support of their business, and which helps us to better understand our customer profiles thus allowing for a more targeted marketing strategy."*

Karl Brooks, The Cartridge House Hinckley



# Avenue Vintage and Antique Market

BY IN WEST EALING

## Date Delivered

Launched September 2014 for a 7 month trial and now continuing once a month

## Cost of the Project

£22,892.78

## Cost to the BID

£13,000 (additional income from Ealing Council and stallholder income)

## Project Description

Launched just 6 months after West Ealing BID was formed, the Vintage and Antique market concept was first initiated by a group of businesses on the Avenue, keen to trial a new market for the local area which would introduce a new look and feel for this independent retail-led street away from the busy Uxbridge Road which dominated West Ealing. The market runs on the last Saturday of each month. Run for an initial 7 month trial period to March 2015, a permanent market was approved by the Board and announced at the beginning of April 2015.

The market products range from decorative arts and prints, furniture and ornate mirrors, costume jewellery and vintage clothing, silver collectibles, glass and ceramic pieces, old fashioned toys, treasured books and old edition magazines, rustic gardening tools, unique kitchenware and old fashioned advertising signs. Stallholder space is allocated where possible to local traders or charities.



*"Since The Avenue Vintage and Antique Market started in September 2014 on the last Saturday of the month my sales have increased by around 25% when the market is on. The introduction of the market has been a great asset to my business and the local businesses and residents have supported it from day one."*

Kenneth Devonshire, Change Hair Salon

## Project Output

The event has helped to refresh and revitalize the West Ealing offering by bringing a different experience to the area whilst improving the perception of the area by engaging the local community and encouraging other audiences and customers to visit the area.

The outputs have included -

- ▶ Increase of stall holders month on month with a waiting list of over 30 stallholders
- ▶ Local businesses participated with the market by offering local discounts
- ▶ Reported average earning from stallholders £400 per market stall
- ▶ Positive feedback from stallholders and consumers in press and social media
- ▶ 14 local businesses contributed to Christmas Charity prize raffle
- ▶ 20,000 leaflets distributed to local postcodes and 12 advertising banners placed



# Focus on Markets

BY KINGSTONFIRST

## Date Delivered

Since 2010, Proud Project focused on 2014

## Cost of the Project

£476,053

## Cost to the BID

£0 (Income Generated £544,629)

## Project Description

The Ancient Market is at the heart of Kingston's historic town centre. There have been markets in Kingston since the early 13th century and these have historically been run by the Local Authority. In 2010, Kingstonfirst agreed to deliver the management of Kingston Town Centre's markets as part of a transferred services agreement. The BID seized the opportunity as this offered; the potential to respond to the change; an opportunity to respond to the change in high streets and consumer behaviour, by creating an authentic shopping experience; the flexibility and vision to reposition the Market Place as a core asset to the town; the chance to focus on the BID's key strengths of being commercially-focussed and efficiency-driven; and the scope to raise standards. Kingstonfirst needed to unlock the potential of Kingston's Ancient Market and the retail outlets in its town centre. To do this the market was redesigned and the variety of its produce was increased. A "pop up" element was added to ensure its offering remains fresh and to provide entrepreneurs with somewhere to test innovative retail ideas. In addition, Kingstonfirst through its strong leadership wanted to increase the dwell time and spend in the Market and surrounding retail outlets.

*"Kingston Market provides a unique customer experience with an eclectic array of local produce. This well-presented proposition provides a fantastic backdrop to staged events and compliments the wider retail and leisure offer throughout the town. In essence, Kingston Market acts as a central meeting place where our visitors can socialise, relax and absorb the atmosphere."*

Sam Eastwood, Centre Director, The Bentall Centre



## Project Output

Along with wider funding and support from the Council and Mayor's Outer London Fund, the landscape was redeveloped to create a piazza-style space that is now a vibrant hub for the community. This revitalisation along with the new brand, website, social media campaign and magazine has resulted in a surge in footfall to both the market and retail outlets.

The overall objective was to create a vibrant and successful Market Place that both the residents and visitors could enjoy and to encourage spending in the market and the surrounding retail premises.

The outputs include -

- ▶ Featured on the Visit London Blog with a readership of 800,000, resulting in 1,400 Facebook shares and 157 retweets
- ▶ 16 new pop-ups from June to December and 7 new start-up businesses
- ▶ 2 vacant retail units occupied
- ▶ 59.6% increase in recycling on the Market between June and December
- ▶ 480 events held
- ▶ 80,000 attendees to Kingston's four night markets
- ▶ 62 hours of performance time for young performers





# The Crawter's Brook People's Park

BY MANOR ROYAL BID

*"Apart from being the lungs of the Manor Royal Business Park and helping to absorb pollution from local transport, the People's Park provides an invaluable social amenity for workers on, and visitors to, Manor Royal. The park is a place to simply stroll through and fill your lungs with fresh air and appreciate nature. Who would have thought that a BID company could have come up with such an imaginative initiative."*

Keith Pordum, Managing Director, Bon Appetit

## Project Output

The project has successfully delivered on its objectives to reclaim this much neglected area and through the efforts of the Manor Royal BID created a public park comprising attractive seated areas, public art and landscaped areas, shared cycle and footpaths (creating a new route linking up two of the major roads in Manor Royal), information boards and boardwalks. The People's Park has created an important green area in support of employee wellbeing, volunteering and informal meetings. As well as being a superb asset for staff, the People's Park has considerably enhanced one of the major entrances to Manor Royal to create a strong first impression for visitors and is now regarded as a key asset to the Business District. The project has already supported over 415 volunteer hours from the local business community, who value the opportunities the Park provides in terms of supported team building. It has also allowed Manor Royal to integrate with the wider community by playing host to a number of school activities and collaborative work with a local Youth Hostel.

### Date Delivered

Completed October 2014 and formally opened by the Duke of Gloucester November 2014

### Cost of the Project

£405,550 (£350,000 from third party/other sources)

### Cost to the BID

£50,550 (12.5% of the total project costs)

## Project Description

Crawter's Brook was a poorly regarded three hectare site at a prominent location in the heart of the Manor Royal Business District – the largest business park in West Sussex and home to over 500 businesses. The area had been neglected over many years, it was overgrown and impassable in places, leading to the comment that 'People had to be Indiana Jones' to venture into the area. It was protected to the front by unattractive traveller bunds, was a site for fly tipping and rubbish and was largely disregarded and at one time was in danger of being sold off as a car park. Consultation with businesses and staff revealed a lack of facilities and open space in Manor Royal combined with poor levels of maintenance. The Manor Royal BID quickly identified the potential to reclaim the area to address these issues and create a facility that would contribute to the attractiveness of the district and set about securing the funding and designing the project from scratch. The BID appointed architects and led the project from start to finish to restore the fortunes of this area to create the People's Park.



# UK China Visa Alliance (UKCVA)

BY NEW WEST END COMPANY

## Project Description

Chinese tourists are the world's biggest spenders on holiday. But having to get a separate visa to add the UK to their European tour means most of them do not visit Britain. This costs the UK £1.2 billion in lost tourism revenue every year. New West End Company formed an alliance of interested companies to identify and promote positive ways to encourage more Chinese people to apply for a UK visitor visa. UKCVA researched the issue, including a fact finding trip to Beijing and devised a solution that would significantly increase visa applications while protecting UK border security. The 'One-Stop-Shop' idea enables Chinese people to apply for both a UK and Schengen visa at the same time so that they don't have to go through two separate processes even though they still needed two visas. This was promoted through meetings and events with the Home Office, Cabinet Office, HM Treasury, Department of Culture, Media and Sport and the Foreign and Commonwealth Office.

The major report was launched by the Home Secretary at a UKCVA reception in June 2014 where she committed the Government to accept all of its recommendations.



## Date Delivered

June 2014 (started May 2012)

## Cost of the Project

£181,000

## Cost to the BID

£15,000

*"New West End Company led an industry-wide initiative to improve the visa system for high value Chinese visitors. This was a highly successful national campaign that secured commitments from the Home Secretary, Prime Minister's Office and Border Control. As a founding member of the UK China Visa Alliance with New West End Company driving the lobby, we have achieved tangible commercial results which will boost businesses bottom line for years to come."*

Gordon Clark, Head of Commercial UK and Ireland, Global Blue (UK) Ltd



## Project Output

Chinese tour operators have said that the One-Stop-Shop initiative was the best change that the government had made in the visa application process. The UKCVA's shared application form came into use throughout China in January 2014. In the year from June 2013 to June 2014 visitor visa numbers issued rose from around 320,000 to 390,000, an increase of 22%.

# Independents Campaign

BY NOTTINGHAM BID

## Project Description

Nottingham has the highest concentration of independent businesses outside of London and the annual 'It's in Nottingham' Independents campaign celebrates this unique selling point for the city. The objectives of the campaign are to position Nottingham as a key destination for independent shopping, promote the variety and quality of independent businesses available and to increase footfall and spend to these businesses. The integrated marketing campaign is developed through consultation with businesses and partner organisations. Nottingham has several key independent 'clusters' and each location has their own identity and specialities and it is important to formulate a campaign which encompasses the city's full retail and leisure mix. A new aspect of the 2014 campaign was The Nottingham Independents newspaper, a 16 page paper featuring listings, features, articles and products from over 200 independent businesses. This also included a bespoke map highlighting the different clusters and speciality areas.

A highlight of the annual initiative is the competition to find Nottingham's best independent business. The general public vote via voting cards, website and social media for their favourite businesses and these votes decide the shortlisted businesses who are then visited and mystery shopped by an independent judging panel who then crown an overall winner and two highly commended businesses. The campaign also features social media marketing, a promoted video, email marketing and complimentary PR activities.

*"Nottingham has a long tradition of excellent independent businesses and the Nottingham BID is playing a key role in supporting this. The It's In Nottingham independents campaign allows us to showcase exactly what it is that makes our business unique and allows Nottingham as a city to shout about the variety and quality of the independent offer."*

Jess Barnett, The Treat Kitchen

## Date Delivered

4th June – 4th July 2014

## Cost of the Project

£19,500

## Cost to the BID

£19,500

## Project Output

The measureable outputs for the campaign are significant, and the total impressions made by the campaign are in the region of 2 million, providing significant return on investment for the budget allocated. The social media made over one million impressions and the campaign saw 600 new followers. The Nottingham Independent newspaper was distributed to 30,000 homes in selected postcodes around the city and a further 20,000 were distributed through businesses and outlets in the city centre. PR coverage reached a total of 800,000 people and had a value of over £45,000. The video produced was watched over 26,000 times and viewers watched an average 90% of the video, well above the Youtube average of 25%. Almost 5,000 people voted for their favourite independent business and this generated over 1,000 additional sign-ups to our mailing list. In terms of year on year improvement, the campaign saw a 25% increase in the number of businesses nominated and a 270% increase in the numbers of votes cast, showing a significant increase in both business and public engagement with the campaign. The website also saw a 114% increase in traffic compared to the same campaign period in the previous year.





# Paddington Trail Curation

BY PADDINGTONNOW BID

## Date Delivered

November to December  
2014 plus ongoing legacy

## Cost of the Project

£145,670

## Cost to the BID

£20,200

*"Our hotel overlooks Norfolk Square, and we have been delighted by the arrival of Paddingtonscape to the Gardens. He has brought an atmosphere of fun and discovery to the park, during the summer months there is an almost constant queue of visitors taking it in turns to have a 'selfie' photograph with him. We used to struggle to suggest things for our guests to see in the immediate area, so having one of the bears right on our doorstep along with the main trail is fantastic for the area."*

Alex Neokleous, St David's Hotel, Norfolk Square,  
Paddington

## Project Output

Visitor footfall increased significantly in areas where the bears were situated during the November 2014 trail. 20,000 mini-trail leaflets were distributed by the Paddington Bear Shop, Paddington Station, all bear sponsors and local hotels.

The mini-trail achieved the following press and broadcast coverage:

- ▶ Interviews on BBC London and London Live
- ▶ International media secured with People's Daily (China)
- ▶ Additional coverage on The Londonist and Baby Day Tripper
- ▶ Total circulation: 36,785,711; Total AEV: £112,900; Total EEV: £393,150

A video was commissioned, telling the story behind each bear. Interviews were secured with 15 spokespeople, including the Lord Mayor of Westminster. The video had 2,000 views on YouTube during the trail. The full Paddington Trail raised over £950,000 for NSPCC and partners. By way of legacy, a permanent visitor attraction, the Pawprint Trail was created in March 2015, with exclusive rights negotiated with Paddington & Co. The trail includes the bears and other Paddington Bear assets, with three family themed adventures. 10,000 trail maps have been printed for year one. These are distributed at the start of the trail by The Paddington Bear Shop in Paddington Station.

## Project Description

November 2014 marked a big moment for Paddington, with the launch of The Paddington Trail putting the area in the spotlight. The Trail, put together by the NSPCC, VisitLondon.com and STUDIOCANAL, saw over 50 Paddington Bear statues designed by celebrities and artists placed around London to mark the UK release of The Paddington Movie. The first eight of the 50 statues were in the Paddington area itself, from Michael Bond's classic bear 'Paddington' in Paddington Station to Jonathan Ross's 'Futuristic Robotic Bear' at Merchant Square by the Grand Union Canal. PaddingtonNow, curated a Paddington area specific mini-trail as part of the London-wide Paddington Trail. This included the BID's own sponsored bear 'Paddingtonscape', designed by London artist Hannah Warren whose illustrations appear on the PaddingtonNow website. To create a legacy of this success, PaddingtonNow and local partners have bought four of the bears at the charity auction to create a permanent trail in the area which continues to be popular with visitors and locals.





#### Date Delivered

May 2014 – present

#### Cost of the Project

£15,000

#### Cost to the BID

£5,000

### Project Description

This bespoke project was created by the Swansea BID alongside the University of Wales Trinity St David's by securing an empty derelict unit to create a space to develop new projects that would improve the economy and vibrancy of the city centre. It had two objectives – firstly to improve economy & vibrancy through the delivery of projects such as a Saturday Stage where live acoustic music is performed by UWTSD performing arts students for which they secured sponsorship from Santander; and secondly to improve employability by retaining entrepreneurial students and supporting them in setting up their own businesses in the city, which has given them a taste of real world business and entrepreneurship through the operation of pop-up shops. Due to the success of The Creative Bubble project, a bigger empty unit has been secured to accommodate demand in early 2015.



*"The Creative Bubble project certainly gives us an edge in the City Centre as there is always something going on as a result of it all year round adding and indeed improving the shopper/visitor experience. On the face of it, it's a fun project but it goes a lot deeper than that by developing new businesses support to us as traders."*

Juliet Luporini, Kardomah Restaurant

# Creative Bubble Project

BY SWANSEA BID

### Project Output

Since its launch, Creative Bubble has:

- ▶ Staged 20 theatrical games across the city centre
- ▶ Worked with businesses such as Swansea Market's 117 traders to support external initiatives e.g. 'Love Your Local Market'; Swansea Open House; and 40 independent coffee shops with the 'Big Swansea Coffee Crawl'
- ▶ Run 33 'Have a Go' workshops led by students/graduates for other students and the public
- ▶ Established 'Like a Boss' – a project that inspires women to be entrepreneurial by matching them to successful businesses
- ▶ Supported 7 graduate start-ups and entrepreneurs
- ▶ Supported Swansea BID with campaigns such as the Chewing Gum Action Group Launch, Get Welsh Day, Golden Ticket, Easter Mad Hatter's Tea Party promotions and turned into 12 different pop up craft shops and enterprises
- ▶ Employed 4 Swansea Ambassadors to work on city centre promotions visiting 500 businesses actioning 300 requests
- ▶ Run 160 Summer Stage performances throughout July/August/September showcasing talented student musicians and poets supporting the participants by encouraging commercial thinking to enhance their future career choices.
- ▶ The projects to date have attracted participation from over 1,900 students. Through these connections and Creative Bubble, students have been offered paid employment, placements and internships.



# Greenwood Theatre Pocket Park

BY TEAM LONDON BRIDGE

*"The Pocket Park project at the Greenwood Theatre has completely changed the local environment, making it not only a brighter and a more cheerful place to be, but also a social space where people regularly come to enjoy the gardens during breaks from work. As manager of the building, we are now experiencing increased interest in what we so as the venue is now so noticeable, and our regular clients have been delighted by our new appearance."*

Catherine Sharman, Greenwood Theatre, King's College London



## Date Delivered

Completed December 2014

## Cost of the Project

£325,000

## Cost to the BID

£70,000

## Project Description

A celebrity creative collaboration bringing together the worlds of fashion and garden design has transformed a theatre in London Bridge into an urban oasis. World-renowned British fashion designer Dame Zandra Rhodes teamed up with garden designer and TV presenter Joe Swift to create a linear 'pocket park' at the Greenwood Theatre in London Bridge. Project organisers Team London Bridge joined forces with Cityscapes, King's College London, Network Rail, Guy's Charity and The Mayor's Pocket Parks Programme to bring some much needed greenery to the area, reinventing a cultural hotspot and creating another landmark in this pioneering part of the capital. Built in 1975, the Greenwood Theatre is located moments from The London Bridge Station, The Shard, Borough Market and Bermondsey Street. The site is surrounded by exciting, cutting edge new developments and the old 70's façade had seemed starkly at odds with the thriving creative community that now surrounds it. By turning this grey environment green, Team London Bridge has made good their promise to create better quality, more sustainable public spaces. The Theatre's new looks and emerging planting not only dramatically improves the streetscape but reduces flooding, provides seating, increases biodiversity and makes the theatre appeal to a much wider audience.

## Project Output

The full impact of this project will only be understood once the new entrance to London Bridge station opens in 2016, 100m from the Greenwood Theatre. However, the project partners have been extremely pleased with the substantial outputs to date. As well as being one of the first Mayor of London Pocket Parks to be completed, this has included a noted increase in awareness of the Theatre itself, televised coverage on BBC World News on loop for a week (weekly viewers 265m); a double page article in the Sunday Times (AVE £180,000, circulation 800,000); people reportedly feeling 'safe' in the evening up 5% in the area; 250 local business representatives have attended launch events; 60 different species of plant introduced to increase local biodiversity; and six new public seating areas have been introduced. The gardening project itself is maintained weekly by up to 10 clients from St Mungos' Putting Down Roots scheme, people who are currently homeless or have been in the past – this has a direct effect on reducing antisocial behaviour in an area which previously had a history of problems.



# TryCycle Twickenham

BY TRY TWICKENHAM

## Date Delivered

April 2014

## Cost of the Project

£17,000

## Cost to the BID

£13,000

## Project Output

The most obvious measure is the increase from 100 followers on Facebook just before the event, to over 1,000 after. A film of the event was produced with the aim of using it as a tool to invite sponsorship for future events. The film highlighted that there was no hub of information other than a council website and a few association websites that engaged local people and informed them of what was happening in the town and what was available. The businesses who took part found it very useful to get feedback in a completely different way, and see how people responded to what they were selling. They were thrilled to be able to say, 'we are a shop on the high street', and they enjoyed the banter and fun of the day. All the businesses that took part want to do it again next year. The BID gained respect from the businesses that had a lot of social chatter, and it brought families to the area. Residents and visitors enjoyed the event, with thousands viewing the TryCycle film, which in turn led them to the BID website and social media.

*"Twickenham now has an innovative and exciting annual event which brings families into the town in significant numbers at a time of the year and on a day of the week when greater custom will be appreciated by all businesses. The event makes Twickenham a more interesting place to live and street children around the world benefit too. All credit for Twickenham BID to have had the imagination, energy and determination to share such a vision and then see it through to successful delivery"*

Duncan Ross, StreetInvest

## Project Description

The aim of the BID was to put on a free family orientated event that would engage and excite young children, and be attractive to the parents. StreetInvest, a Twickenham-based charity as well as a BID levy payer, approached Try Twickenham about a project they had created which was raising money for street children by adults cycling around the world. TryCycle was born by turning the concept of adults raising money for children on its head and instead have children cycling for children. The project provided the scope – to provide a fun cycling experience for young children of tricycle ability upwards (3-10 years); to give children an 'on-road' cycling experience; to encourage children to socialise and cycle with other children. To ensure there was plenty to keep the family happy, there was a BMX half pipe with displays and plenty of 'have a go' sessions plus static bike competitions for the parents, circus skills and face painting, the local radio station, and local bike shops demonstrating repair skills as well as police bike marking. Families had a fantastic day, but the best ingredient of all was the involvement of the local food and drink businesses. They loved the opportunity to showcase their business to a different audience in a new environment.





# Sowing the Seeds of Love

BY VAUXHALL ONE

## Project Description

Vauxhall One BID has been successfully 'Sowing the Seeds of Love' through the heart of South London since April 2014 with a mixture of temporary and permanent urban greening initiatives, that together make up the first phase of the Missing Link Green Trail. The first of two temporary installations saw Vauxhall One create an 'island of trees' on the middle of the Vauxhall Gyratory bringing some much needed greenery to one of London's busiest interchanges. The second temporary installation made use of a disused and derelict piece of land, turning it into an interactive summer sculpture garden. Permanent improvements to the area have focused on Vauxhall's historic Pleasure Gardens, one of Victorian London's leading public entertainment venues, which is now home to a gold medal winning Chelsea Flower Show garden. Designed by Hugo Bugg, Chelsea's youngest ever gold medal winner, the Royal Bank of Canada's Waterscape Garden was transplanted to Vauxhall in the Summer and Autumn of 2014 with the Missing Link Rain Garden planted in March 2015. The re-located garden uses an ingenious Sustainable Urban Drainage system to reduce the risk of flooding by taking rain water from street drains and re-directing it into the lovely planted rain gardens. Together the gardens and sustainable planting make up the first phase of Vauxhall One's Missing Link Green Trail, linking together the parks and green spaces of Vauxhall with the area's emerging gallery district.



### Date Delivered

Between April 2014 and March 2015

### Cost of the Project

£241,000

### Cost to the BID

£41,500

## Project Output

This project successfully delivered a series of new creative green spaces for Vauxhall, which have collectively enhanced the overall public realm and have helped to change perceptions about the area. Temporary installations include one 'island of trees', the trees being subsequently relocated to permanent positions within the locality, and one sculpture garden, installed on previously unused land. Permanent landscape improvement to the area are a 'beating heart for Vauxhall', a living green wall and light installation grown on the outside wall of London's oldest gay pub, the famous Royal Vauxhall Tavern and the Waterscape Garden.

The sculpture garden provided an atmospheric venue for Vauxhall One's summer party for members in 2014, while the relocation of the Waterscape Garden also created an open air events space which Vauxhall One has already used for a series of traditional British summer garden parties with live music, Pimms, and free seed giveaways. The Chelsea Fringe (alternative gardening festival) was launched at this space, and the publicity surrounding the first phase of the Missing Link Green Trail directly led to Vauxhall One member business the Tea House Theatre hosting BBC Radio 4's 'Gardeners Question Time'.

*"The Hugo Bugg Garden is right on our doorstep and is definitely a welcome addition to the area. Having inviting green, outside space is really important when you work in an office all day, so it's fantastic to have noticeable improvements being made by the BID, I really think it has helped to change people's perceptions of Vauxhall as a place to come to work."*

Aseem Sheikh, Base Associates Architects





# Incubatory Space for Start-Ups

BY WINCHESTER BID

## Project Description

The Winchester Business Centre was launched to encourage entrepreneurship in the BID area whilst generating an additional income stream. The business centre operates from the refurbished office of Winchester BID and offers flexible office facilities to small and start-up businesses. Facilities available include hot-desking space in a vibrant and supportive environment, secure on-site lockers, mail collection and a registered business address. Part of the work of the centre is delivering a programme of high quality networking seminar events which utilise the expertise of BID members and are aimed at encouraging local businesses to work together. It offers a 12 seat conference room for hire at an affordable rate, which is free to BID members. The availability of the space also increases opportunity for communication between the BID team and the membership and the communal working area helps generate the image of a BID company with an open door policy meaning that members feel they can simply walk in and speak to the team about any issues they are facing. The Winchester Business Centre helps secure Winchester BID's place in the heart of the local business community.

## Project Output

The Winchester Business Centre has exceeded original financial targets and is expected to generate £6,900 income in the financial year 2015-16. Two former users of the business centre have progressed to bricks and mortar offices of their own in the BID area, filling vacant properties and becoming fully-fledged BID levy payers. There are currently 22 registered users of the business centre including one business that is a member of the prestigious Lloyds Bank School for Social Entrepreneurs.

*"The Winchester Business Centre is so useful for me as a busy manager. The shop has no private office space so it is brilliant to be able to book a room away from the distractions of day-to-day business. We recently recruited interns from Southampton University and holding interviews at the Business Centre communicated a professional approach and the environment appropriately set the tone for the placements. I feel that the Oxfam shop has benefitted from my attendance at meetings organised by the BID team. It has enabled us to build useful relations with other businesses and learn more about local initiatives without having to do lots of research. Plus, the team are very approachable which is such an asset as networking events can often seem quite intimidating!"*

Judi Thomson, Shop Manager, Oxfam

### Date Delivered

May 2014 ongoing

### Cost of the Project

£15,000

### Cost to the BID

£15,000 – service expected to cover costs and turn a profit within 3 years



# LIST OF ALL BIDS AND RESPONSES (excl industrials)

	2014	2015
Babbacombe	X	X
Bath	Y	Y
Bedford	Y	X
Beeston	X	Y
Birmingham Acocks Green	Y	Y
Birmingham Colmore	Y	Y
Birmingham Erdington	Y	Y
Birmingham Jewellery Quarter	X	Y
Birmingham Kings Heath	Y	X
Birmingham Northfield	X	Y
Birmingham Retail	Y	Y
Birmingham Soho Road	X	X
Birmingham Southside	Y	Y
Birmingham West Side	X	Y
Blackburn	Y	Y
Blackpool	Y	Y
Bournemouth Coastal	Y	Y
Bournemouth Town	Y	Y
Brighton	Y	Y
Bristol Bedminster	Y	Y
Bristol Broadmead	Y	Y
Bristol Clifton	X	Y
Bristol Gloucester Road	X	X
Bury St Edmunds	Y	Y
Camberley	Y	Y
Cambridge	X	Y
Canterbury	N/A	Y
Chester	N/A	Y
Chichester	Y	Y
Chippenham	N/A	Y
Cornwall Camborne	Y	Y
Cornwall Falmouth	Y	Y
Cornwall St Austell	Y	Y
Cornwall St Ives	N/A	Y
Cornwall Truro	Y	Y

Coventry City	Y	Y
Darlington	Y	Y
Dartmouth	Y	X
Derby Cathedral	X	Y
Derby St Peters	Y	Y
Dorchester	Y	Y
Durham	X	Y
Eastleigh	Y	Y
Exeter	N/A	X
Great Yarmouth	Y	Y
Greater Yarmouth	N/A	X
Guildford	X	Y
Hereford	N/A	Y
High Wycombe	Y	X
Hinckley	Y	Y
Hitchin	Y	Y
Hull	Y	Y
Huntingdon	Y	Y
Ipswich	Y	Y
Ireland Dublin	Y	Y
Ireland Dun Laoghaire	X	X
Ireland Dundalk	X	X
Kendal	X	Y
Lancaster	Y	Y
Leamington	Y	Y
Leeds	N/A	Y
Letchworth	Y	Y
Lincoln	Y	Y
Liverpool Commercial	Y	Y
Liverpool Retail	Y	Y
London Angel	Y	Y
London Baker Street	Y	Y
London Bankside	Y	Y
London Bermondsey	N/A	Y
London Bexleyheath	Y	X
London Bridge	Y	Y
London Brixton	Y	X
London Camden	Y	Y
London Clapham	N/A	Y

London Croydon	Y	Y
London Ealing Broadway	Y	Y
London Fitzrovia	Y	Y
London Hammersmith	Y	Y
London Harrow	Y	Y
London Ilford	Y	Y
London Inmidtown	Y	Y
London Kingston	Y	Y
London Leicester Square	Y	Y
London Leytonstone	Y	Y
London New Addington	Y	X
London New West End	Y	Y
London North Bank	Y	Y
London Orpington	X	Y
London Paddington	Y	Y
London Piccadilly & St James	Y	Y
London South Bank	N/A	Y
London Stratford	N/A	Y
London Streatham	Y	Y
London Sutton	Y	Y
London Twickenham	Y	Y
London Vauxhall	Y	Y
London Victoria	Y	Y
London Waterloo	Y	Y
London West Ealing	Y	Y
London Wimbledon	Y	Y
Loughborough	Y	Y
Lowestoft	X	Y
Luton	N/A	Y
Manchester	Y	Y
Mansfield	Y	Y
Melton Mowbray	Y	Y
Newbury	Y	Y
Newcastle	Y	Y
Newquay	Y	Y
Northampton	Y	X



Northern Ireland Ballymena	N/A	Y
Northwich	N/A	Y
Norwich	Y	Y
Nottingham	Y	Y
Otley	X	Y
Paignton	X	X
Penrith	Y	Y
Penzance	N/A	X
Plymouth City	Y	Y
Plymouth Waterfront	Y	Y
Preston	X	Y
Reading	Y	Y
Royston	Y	Y
Rugby	X	Y
Salisbury	X	Y
Scotland Aberdeen	Y	Y
Scotland Alloa	Y	Y
Scotland Bathgate	Y	Y
Scotland Clarkston	X	Y
Scotland Dunblane	N/A	Y
Scotland Dunfermline	Y	X
Scotland Dunoon	X	Y

Scotland Edinburgh	Y	Y
Scotland Edinburgh Grassmarket	Y	X
Scotland Elgin	Y	Y
Scotland Falkirk	Y	Y
Scotland Giffnock	Y	Y
Scotland Hamilton	Y	Y
Scotland Inverness	Y	X
Scotland Kirkcaldy	Y	Y
Scotland Kirkwall	Y	X
Scotland Largs	Y	X
Scotland Lerwick	Y	Y
Scotland Linlithgow	N/A	X
Scotland Loch Ness & Inverness	Y	X
Scotland Milngavie	X	Y
Scotland Oban	Y	Y
Scotland Paisley	N/A	Y
Scotland Sauchiehall Street	Y	Y
Scotland South Queensferry	Y	X
Sheffield	N/A	Y
Shrewsbury	Y	Y

Skipton	X	Y
Solihull	X	Y
Southend	Y	Y
Southport	Y	Y
Stratford upon Avon	Y	Y
Sunderland	Y	Y
Sutton Coldfield	Y	Y
Swindon	Y	Y
Tavistock	X	X
Torquay	Y	X
Ulverston	N/A	X
Wales Merthyr Tydfil	Y	Y
Wales Newport	N/A	Y
Wales Swansea	Y	Y
Wellingborough	X	Y
West Bromwich	N/A	Y
Weston	X	Y
Weymouth	X	Y
Wimborne	Y	Y
Winchester	Y	Y
Wolverhampton	N/A	Y
Worcester	Y	Y
Worthing	Y	X

## LIST OF ALL INDUSTRIAL BIDS

	2014	2015
Albion	X	Y
Astmoor	Y	Y
Blackburn	X	X
Brackmills	X	X
Cater	X	X
Cornwall Newham	Y	Y
Cowpen	X	X
Ferndown & Uddens	N/A	Y
Gadbrook Park	X	Y
Globe Park Marlow	N/A	Y

Halebank	Y	Y
Lancing	Y	Y
Langthwaite	X	X
London Argall	Y	Y
London Garratt Park	Y	Y
London Hainault	Y	Y
London Kimpton	Y	Y
London Riverside	Y	Y
London Willow Lane	Y	Y
Longhill & Sandgate	X	Y
Manor Royal	Y	Y

Scotland Clackmannanshire	Y	Y
Scotland Linlithgow Mill Road	N/A	X
Scotland Vale of Leven	N/A	X
Segensworth	Y	Y
Sheffield Lower Don Valley	X	Y
Winsford	Y	Y
Witham	X	X

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