

JULY INSIGHTS by CHRIS TURNER

The first big news of the month is of course the arrival of the new government after the election on the 4th of July. This has brought about a whole raft of new policies, a new Prime Minister, new Ministers and a new team within the renamed Ministry of Housing, Communities and Local Government [MHCLG].

The First Week

The new government has come in with a raft of new [proposals](#) that include wind power, new homes, fixing the NHS, defence spending, helping people back into work, asylum seekers, water bills, and prison release plans. It is evident in the King's Speech that a policy of both [growth](#) and business support is a key factor in the government plans and they make very clear that the Ministry of Housing, Communities and Local Government is central to the mission-driven government, from fixing the foundations of an affordable home to handing power back to communities and rebuilding local governments. Jim McMahon, who was shadow minister for local government and devolution in opposition, and Matthew Pennycook, who held the shadow housing brief, have both been [appointed](#) Ministers of State (the full ministerial team are listed [here](#)). It will be interesting to see how they will develop new work on high streets, town and city centres, BIDs and Placemaking. As ever with such changes, civil servants are taking on new roles; Lucy Wilkins is changing roles and will be leading the Government's new towns work. Her successor on high streets is Catherine Bennion. Clearly there are new relationships to be forged and tasks to be taken forward and British BIDs will continue to work on them.

BID news

At this time of major change, some old and new BIDs are coming into being. We have seen successful new terms for BIDs in Chester, Redditch, Canterbury with Okehampton coming to ballot this week.

There has also been a recent flurry of activity on **Accommodation BIDs** and, following the success of Manchester, new BID proposals have been developed in Bournemouth, Christchurch and Poole, and Cambridge, and we know several others are at the feasibility or early gestation stages. However, in Bournemouth Christchurch and Poole, the first so-called coastal tourist tax in the UK has been put on hold following opposition from Dorset hoteliers. Guests at around 70 large hotels were to be charged an extra £2 per room per night, with the levy expected to generate around £12m to support the region's tourism over five years. A ballot of hoteliers in Bournemouth, Christchurch and Poole approved the levy in May. However, more than 40 hotels have lodged an [appeal](#) with the Government over how the ballot was conducted, with one hotelier telling the BBC it had been 'rushed', and the BID is now awaiting the outcome of the challenge.

At the same time, hoteliers have rejected a proposal to introduce a nightly £2 tourist tax in Cambridge, a university city popular with visitors. Under the plan, visitors to hotels in Cambridge with 10 or more rooms would have been subject to the levy. A Cambridge City Council report said the payment is common in Europe and had been successful since being introduced in Manchester. The visitor levy was [rejected](#) in a ballot of hoteliers by 16 votes to six.

Clearly more consultation and feasibility work may need to be done to get this new type of BID off the ground.

Thank you to those that joined us at the [2024 Business Crime Summit in Cheltenham](#). It was a fantastic day of networking and connections. We hope that you found it both enjoyable and informative. Thanks again to all our speakers, Cheltenham BID for hosting us and to our sponsor, My Local Bobby. To view copies of speaker presentations, please click [here](#). At the Summit, Hannah Wadey of The Safer Business Network made mention of some useful free training, and they are happy to make it available to BIDs.

The Welfare and Vulnerability Engagement (WAVE) course is designed to equip individuals in customer-facing roles with an awareness of vulnerability and their responsibilities towards customers. If you hold a valid SIA personal Licence and would like to complete WAVE eLearning, training is available for free through the following [link](#).

Postal delays have been an increasing issue for BID ballots, and it's comforting to know that the recent general election faced the same [issues](#). Apparently, Councils are at loggerheads with Royal Mail over responsibility for delays in delivering postal votes ahead of the General Election. Concerns began to arise before the weekend from voters who had not received their postal vote packs. We are keen to get more information on this and will give feedback as soon as we know more.

British BIDs have launched a brand-new course this week, the [Certificate in BID Marketing](#), to sit alongside the existing [Certificate in BID Management](#) and the [Diploma in BID Leadership](#). This new course has been designed specifically for BID professionals, offering in-depth training on essential marketing strategies and tools. It will take place in five separate sessions over five weeks and it will allow you to gain practical knowledge to attract visitors, engage local businesses, and enhance community vibrancy. With expert-led sessions, interactive workshops, and real-world case studies, you'll develop the skills to drive impactful marketing campaigns. Do please join a network of like-minded professionals and take your BID's marketing initiatives to the next level.

The course is being led by Simon Edward, the Former Vice President and Chief Marketing Officer at IBM, and a BID Board Director, and the other contributors are Philip Collins, the Writer-in-Chief at The Draft, an agency which has written for many corporate and political leaders. He is columnist on many national newspapers and was the Chief Speech Writer to the Prime Minister, Tony Blair, between 2003 and 2007; and

John Thornton, the Senior Creative at SURREAL and former Social Media and Copywriter at Innocent Drinks.

We believe the new course is a powerful addition to the British BIDs Academy.

Class 2 of the **DiBL** and the **Certificate in BID Marketing** will both begin in September.

For more information on either of these courses, please email

contact@britishbids.info.

A handwritten signature in black ink that reads "Chris". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Professor Christopher Turner, Head of Research, British BIDs