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Business Improvement Districts in the British Isles: The 2022 Annual BID Survey and Report

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Chief Executive of British BIDs



***Business Improvement Districts in the British
Isles:
The Annual BID Survey and Report 2022***

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Business Improvement Districts in the British Isles: The 2022 National Survey

EXECUTIVE SUMMARY AND KEY HEADLINES

BID numbers

The active BID community in the British Isles totalled 332 at the end of September 2022, representing 121,485 businesses investing £144,735,669 into their local economies. This is an increase of 8 BIDs over last year.

During and after the Covid-19 pandemic there were clearly concerns about the survival of BIDs, particularly those coming to ballot during the lockdowns. These fears were unfounded and after a dip during the pandemic year, the number of BIDs has increased over pre-pandemic levels.

10 new BIDs came into being in the past twelve months since October 1, 2021.

There are currently 53 BIDs that are in the development stage, with ballots coming up in the next year or so.

BID ballots

There has been a total of 908 BIDs ballots, of which 812 have been successful. Some BIDs have gone to ballot at least once, and some several times as their terms are renewed.

The analysis of ballot outcomes by term of current successful BID ballots, suggests that success increases with each term as BID teams get more confident at meeting the needs of their levy payers.

85 BIDs have come to ballot in the past twelve months, an average of seven a month: either new or at various stages of their term.

5 ballots were unsuccessful in the past 12 months, giving a failure rate of 5.8%.

Levy rate %

The spread and deviation of levy rate % shows a median of 1.5%, with the largest at 6%.

Hereditaments

Half of all BIDs have fewer than 400 hereditaments, the highest is 2,500 and currently eight BIDs have more than 1,000 hereditaments.

The total number of hereditaments across all BIDs in the survey this year is 121,485, a reduction of 3,538 from 2021.

BID levy income and investment

From the population of 332 active BIDs, the total BID levy income raised and spent across the British Isles is £144,735,669.

Half of all the BIDs have a levy income of £285,691 or less; and 75% of all BIDs have a levy income of £486,556 or less.

The totality of BID levy funding, along with any additional earned funding, gives a figure of £171,847,331 [2021 £152,713,787] as the total direct contribution from all BIDs into their business communities.

The data suggests that a further £353,846,754 is going into business communities each year from other leveraged outside investment.

Thus, BIDs brought £525,694,084 [2021 £512,713,787] into their business communities this year; levy income, additional income and leveraged inward investment.

Levy payments, caps, thresholds, collection charges and collection rates

An inflation rate of 2.5% is the median for those 28% of BIDs that use an inflation factor.

Most BIDs ensure that no levy payment is less than the cost of collection, others keep their threshold at or below the level of the current government Small Business Rate Relief threshold of either £12,000 [59%] or the tapered figure of £15,000 [60%].

The largest cap on the annual levy collected in the survey was £150,000, with a median of £10,000.

17% of BIDs have no collection charge made to them by their local authority.

Staffing

BIDs employed some 993.58 [2021 1040] full time equivalent staff, a decrease of 4% on 2021.

The median staffing level for a BID is now 2.75, the range is wide, with a maximum of 14 in one BID.

The gender balance amongst BID chief executives and managers, based on simple forename analysis, has moved over the years, from almost exactly 50:50 male:female in 2019, to 46:54 male:female in 2021, and in 2022 44:55 male:female.

External staff, that is staff working for the BID but not on payroll, are used by 73% of BIDs [60% 2021].

15% of BIDs [20% 2021] are managed by external consultants.

Boards and governance

There are 2,807 [2021 2754] members of BID boards.

84% [2021 78%] of BIDs reported having property owners involved in their boards, with a median number of 2 and a maximum of 11; and there are 522 property owner board members across the British Isles.

The median number of women on boards is 3, and although there are an estimated 970 [2021 882] women board members across the industry, this still only amounts to 34% of all BID board members.

There are 213 [2021 177] black, Asian and minority ethnic directors across the British Isles, with the highest number on a board being 8.

93% of BIDs make their accounts publicly available to their levy payers.

Most BIDs [97.8%] have an Operating Agreement with their local authority.

Nearly 80% of BIDs feel that their agreements work well or moderately well; some 20% feel that they don't.

81% of BIDs had baseline statements, but surprisingly 19% did not.

Policy matters

Some 46% of BIDs are involved in their LEP and are making sensible use of the LEP and the Growth Hub network either for themselves or their levy payers; they will be affected by any changes to LEPs.

24% of BIDs are very concerned over the impact of increasingly relaxed development rights, whilst 63% are currently unconcerned or positive about them.

Most BIDs (63.6%) are involved in their Business Crime Reduction Partnerships, and local policing.

The purpose of the 16th National Survey 2022

The 12 months since the last survey has continued to be turbulent, with the Covid-19 pandemic starting to come to an end. However, as the Covid pandemic eased, we moved to concern over climate change, with a major heatwave in the summer of '22, a war in Ukraine, with a concomitant impact on fuel and food supplies and prices, a further change of leadership in Great Britain & NI, the impact of Brexit, an increase in inflation as the government brought in a new growth plan¹ and then some major perturbations as the government moved away from the growth agenda and focussed on stability.

All this has had an impact on the business community and thus Business Improvement Districts.

Some of this we tracked and recorded in the research British BIDs did with the NEF last year²; other pieces of relevant research we have announced in our monthly Insight³.

Thus, and this year in particular, the purpose and uses of this 16th annual national survey are important. As ever, it allows a snapshot to be taken of the BID community in the British Isles for policy makers, both local and national; it allows chief executives of BIDs to benchmark themselves against their peers and colleagues; it allows boards of BIDs to both benchmark and identify key performance indicators for their BIDs; it allows levy payers and members of BIDs to ensure that they are getting all the services that they should, and it allows new and developing BIDs to design their services and operations in the most effective fashion.

It is designed to be used by different audiences for different needs; to be dipped into when needed, rather than a continuous piece of text and we hope it gives a sense of continuity to BID colleagues at this difficult time.

The previous reports, from 2010 onward, are available on the British BIDs [Bb] website⁴.

The data sources 2022

There are two elements to the document, each with its own section:

1. The core data for the whole BID industry
2. A qualitative sample of the BID industry

Section 1 - The core data for the whole BID industry

The core data for all BIDs across the British Isles are gathered throughout the year by way of detailed news, social media and literature searching, which is used for the weekly British BIDs Ballot Watch.

¹ <https://www.gov.uk/government/publications/the-growth-plan-2022-documents>

² <https://britishbids.info/publications/business-improvement-districts-and-the-new-normal-their-response-to-the-covid-19-pandemic-of-2020>

³ <https://britishbids.info/search-results?q=insight>

⁴ <https://britishbids.info/services/national-bid-survey>

These are then collated and made available on the Bb Index on the British BIDs Website. For BIDs coming up to ballot, the business plans are collected and analysed to ensure the data are as accurate as possible. These data have been gathered consistently since this survey began, and the total population is now 908 records of individual BIDs and their ballots.

These data sets change regularly, as ballots take place every week, and information is then uploaded as it becomes available, but the survey has tried to bring together as much relevant data as possible at the data collection date of October 8 2022.

Section 2 - A qualitative survey

There was also an individual questionnaire, collecting more qualitative data, using the on-line service Alchemer. This was issued by personal email in July 2022 to the 325 managers or chief executives of all the BIDs in the British Isles with email contact details. BIDs were contacted by email and telephone during the survey to remind them of the deadlines and the value of the survey. The closing date was September 30, 2022.

103 [31%] BID managers or chief executives provided these further qualitative data by responding to this on-line questionnaire. Although response rates vary slightly in each of the various sections, as BIDs for a variety of reasons, primarily pressure of work, were more or less able to provide full data, we believe that they provide a reasonably accurate picture of the state of the BID industry

The analysis

The report is very consciously data focused, showing the medians and distributions of key data sets, providing histograms and pie charts of the relevant data so that the distributions can be seen easily and clearly. For many of the data sets the median – the position mid-way along the data distribution and thus representing the level below which half of all BIDs are positioned - is often the most useful.

Section 1 – The core data for the whole BID industry

The core data for all Business Improvement Districts [BIDs] across the British Isles are gathered throughout the year by way of detailed news, social media and literature searching, which is used for the weekly British BIDs Ballot Watch. The data are presented here.

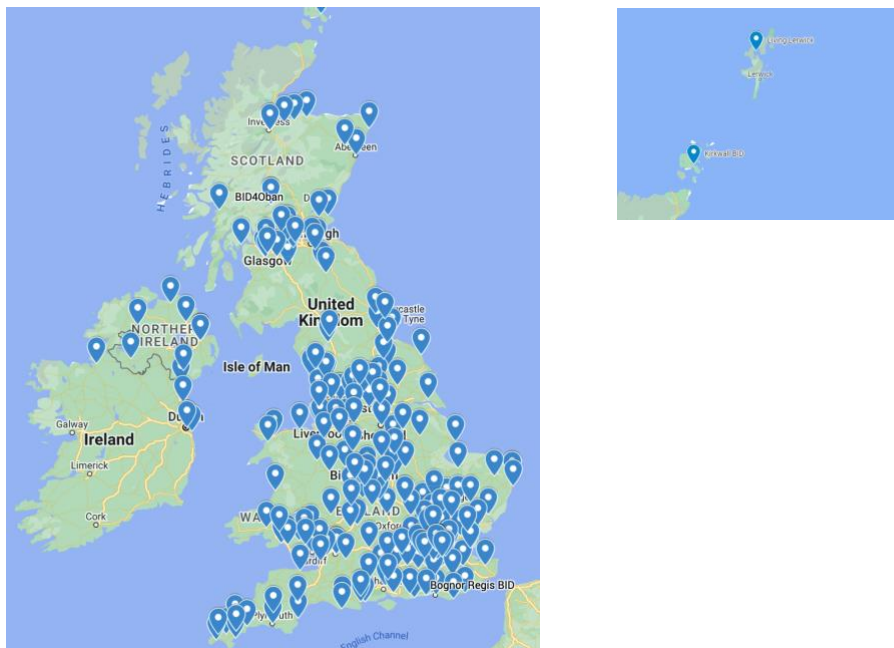
Active BIDs in the British Isles

The active BID community in Great Britain and Northern Ireland, and Ireland totalled 332 at the end of September 2022, representing 121,485 businesses investing £144,735,669 into their local economies. This is an increase of eight BIDs over last year.

During and after the Covid-19 pandemic there were clearly concerns about the survival of BIDs, particularly those coming to ballot during the lockdowns. These fears were unfounded and after a dip during the pandemic year the number of BIDs has increased over pre-pandemic levels.

BIDs are distributed widely across the five administrations of the British Isles⁵; a Google map shows the widespread; from Lerwick in the Shetlands to St Ives in Cornwall and Sligo in Connacht.

Figure 1 Map of BIDs in the British Isles



Types of Business Improvement District

There continues to be an increasing differentiation in the types of BIDs, as different communities and groups of business respond to a changing environment. BIDs in tourism, food and drink, and

⁵ https://en.wikipedia.org/wiki/British_Isles

area-wide BIDs, as well as Business Park, Industrial and Cultural and Commercial BIDs are becoming increasingly evident.

British BIDs has regular national meetings of groupings of BIDs in both Industrial⁶ and Coastal areas which are well attended and very successful in bringing together specific but different issues.

Table 1: Types of active BID across the British Isles on October 8, 2022

Type of BID	Number of BIDs	Number of hereditaments	BID Investment
Area BID	8	2,987	£9,604,066
Business park	12	2,313	£2,935,653
City centre	27	19,027	£23,059,869
Commercial	5	1,824	£7,746,821
Destination	4	2,134	£2,261,602
Digital BID	1	386	£70,000
Food & drink	1	35	£14,639
Industrial	15	2,023	£2,220,794
Industrial park	6	1,084	£670,797
Leisure	2	0	£2,477,811
Mixed area	14	3,560	£13,339,304
Property owner	4	268	£6,979,779
Retail	1	418	£745,623
Retail & leisure	3	1,633	£5,215,010
Retail & tourism	1	245	£107,000
Tourism	7	3,505	£2,185,450
Town centre	217	78,837	£62,809,365
Town centre/tourism	3	756	£989,645
Culture & commerce	1	450	£1,302,441
Total	332	121,485	£144,735,669

Countries and regions

Clearly BIDs are local, reflecting the needs, aspirations, and numbers of their local business communities. Nonetheless, it is useful to see the key distributions across the British Isles and the more detailed regional data gives some sense of the wide geographical spread of BIDs.

Table 2: National and regional data for active BIDs

Country or region	Number of BIDs	No of hereditaments	Levy spend	% of spend
East Midlands	10	4,961	£4,632,147	3.20%
East of England	28	10,695	£9,006,145	6.22%
Greater London	73	18,324	£56,981,778	39.37%
Ireland	5	7,013	£4,991,213	3.45%
North East England	6	2,470	£2,927,777	2.02%

⁶ <https://britishbids.info/industrial-bids-group>

North West England	32	10,912	£9,589,003	6.63%
Northern Ireland	8	2,052	£2,788,228	1.93%
Scotland	35	11,917	£6,255,234	4.32%
South East England	38	14,246	£13,826,618	9.55%
South West England	35	15,039	£10,622,990	7.34%
Wales	14	2,674	£3,127,024	2.16%
West Midlands	31	12,328	£11,315,393	7.82%
Yorkshire and the Humber	17	8,854	£8,672,119	5.99%
Total	332	121,485	£144,735,669	

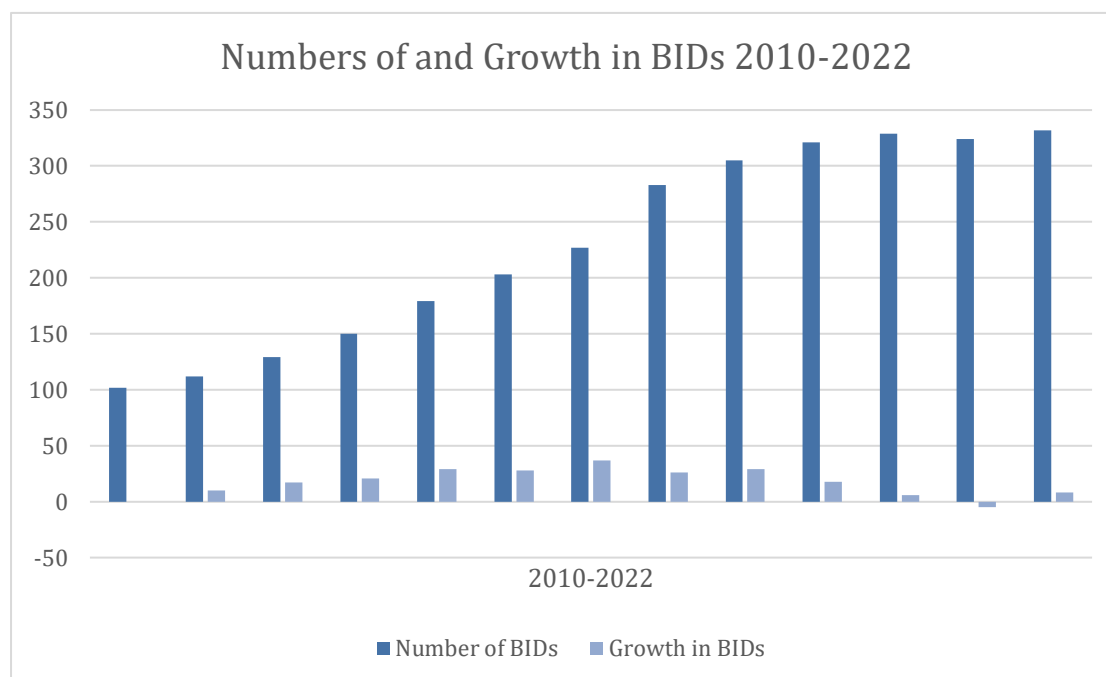
Annual increase in BID numbers 2010-2022

The emergence of new BIDs has been impressive since the first BID became operational in 2005. In the past 12 years new BIDs have come into existence in every year except the Covid-19 year of 2021, albeit with a slightly varied annual growth rate, and the data is presented here both as a table and a graph.

Table 3: Growth of BIDs by number 2010-2022

Survey year	Number of BIDs	Net Growth of BIDs	Total Levy income and Investment	Total Hereditaments	Investment per hereditament
2010	102		£23,483,888		
2011	112	10	£22,085,567	19,353	£1,141
2012	129	17	£39,883,454	54,110	£737
2013	150	21	£51,847,486	64,150	£808
2014	179	29	£63,000,000	59,771	£1,054
2015	203	28	£80,124,969	71,703	£1,117
2016	227	37	£78,659,124	78,549	£1,001
2017	283	26	£99,971,741	106,262	£941
2018	305	29	£110,575,380	120,735	£916
2019	321	18	£125,205,608	128,785	£972
2020	329	6	£132,493,286	133,163	£995
2021	324	-5	£134,979,983	125,023	£1,080
2022	332	8	£144,735,669	121,485	£1,191

Figure 2: Total number of BIDs and new BID growth 2010-2022



New BIDs 2021-22

10 new BIDs came into being in the past twelve months since October 1, 2021, with a continuing range of different types of BIDs evident.

Table 4: New BIDs in 2022 by type

Type of BID	Number of new BIDs
Area BID	4
Business park	1
Destination	1
Town BID	4
Total	10

Developing BIDs 2022

The numbers of new BIDs being developed is a key strategic issue and the story here remains strong. There are currently 53 BIDs that are in the development stage, with ballots coming up in the next year or so. This remains the same number that were developing in the last survey, although some of last year's survey have come to successful ballot and new developing BIDs have emerged. This suggests a continued enthusiasm and increasing perceived benefit to local business communities.

There is always some complexity in identifying a developing BID; for this work, we have taken notifications from the developing BIDs themselves, and have searched the literature, particularly local newspapers, as widely as possible.

These 53 developing BIDs vary by country and region, with both Scotland and Wales seeing them as key drivers of new development.

Table 5: Developing BIDs by Country and Region

Region	Number of Developing BIDs
East Midlands	1
East of England	4
Greater London	5
North West England	3
Scotland	11
South East England	10
South West England	7
Wales	4
West Midlands	5
Yorkshire and the Humber	3
Total	53

BID Loan Fund: Department for Levelling Up, Housing & Communities (DLUHC)

The BID Loan Fund was an initiative established in 2013, to assist with the development of new BIDs in town and city BIDs in England.

The number of loans that have been awarded thus far is 33 and the amount of loans granted has been £1,086,135 in total. The scheme was administered on behalf of the then Ministry of Housing, Communities and Local Government (MHCLG) by British BIDs through the National BIDs Advisory

Board. Funding methods are also available in Scotland, Wales and Northern Ireland, under different funding mechanisms. Upon a successful ballot outcome, loans were repaid from levy receipts and, as repayments were made, further tranches of loans could be made available. Thus, over the past few years 11 tranches have been allocated.

The scheme is still being reviewed by DLUHC.

Ballots and outcomes 2004-2022

BIDs are normally established by quinquennial ballots; in England, Wales and NI, each BID must gain a simple majority of the votes cast, as well as a majority of the rateable values [RV] of all those votes cast. The relevant local authority, or its nominated agent, runs the ballot; in order to continue beyond each term, a further ballot is also required, normally nowadays, every five years. Thus, with 332 BIDs, there will be some 65 ballots a year, an average of just over five per month. Most ballots tend to take place in the spring and the autumn as they are often timed to fit in with the local authority electoral cycle or the start of the financial year.

The ballot criteria in Scotland require four criteria to be achieved; the turnout must be greater than 24% by both rateable value and number of voters, and approval must be greater than 50% by ballot and RV.

All Ballots all BIDs 2004 – 2022

The data on Ballots and their outcomes are always complex to map, but since the legislation in 2004, our data suggest that there has been a total of 908 BIDs ballots, of which 812 have been successful. Some BIDs have gone to ballot at least once, and some several times as their terms are renewed.

Some BIDs have ceased mid-term and others have ceased at the end of a term.

96 ballots have failed out of the 908 ballots – a failure rate of 10.5%, but of those 96, 14 have then gone on to a successful ballot.

Table 6: All BIDs ballot outcomes 2004-2022 showing outcomes by %

BID Term outcomes	Count of BIDs	Average % turnout	Average % in favour by number	Average % in favour by RV
1 ST term	371	43.2	73.8	75.6
2 ND term	254	47.0	75.8	79.8
3 RD term	121	47.0	81.8	84.7
4 TH term	40	45.4	83.7	89.2
5 TH term	2	44.0	99.0	99.6
Alteration ballot	1			
Ceased end of 1 st term	10	41.9	71.3	73.1
Ceased end of 2 nd term	1	46.0	76.0	63.0
Ceased in 1 st term	8	34.0	64.6	72.6
Ceased In 2 nd term	1	55.0	80.0	86.0
Challenge upheld	1	31.0	68.0	90.0
Challenged and a reballot held	1		51.0	55.0
Unsuccessful	96	47.1	46.8	48.3
Ballot suspended due to COVID-19	1			
Total	908	45.1	73.0	75.9

Current BIDs ballots 2022

The analysis of ballot outcomes by term of current successful BID ballots suggest that success increases with each term, as BID teams get more confident at meeting the needs of their levy payers.

However, the data for the current 332 BIDs, show that whilst the ballot outcomes are several percentage points above the 18-year averages, the turnout is 1.5 percentage points below this long-term norm.

Table 7: Ballot data for the current 332 BIDs

Terms	Count of BIDs	Average turnout	Average in favour by number	Average in favour by RV
1 st term	83	39.3	74.4	78.5
2 nd term	129	45.0	77.2	80.6
3 rd term	80	45.0	82.8	85.7
4 th term	38	44.7	83.3	88.9
5 th term	2	44.0	99.0	99.6
Total	332	43.6	78.7	82.4

Ballots during the past twelve months 2021-22

85 BIDs have come to ballot in the past 12 months, an average of seven a month; either new or at various stages of their term, giving a sense of the workload of the national head office levy payers who cast their votes across the whole country.

5 ballots were unsuccessful in the past twelve months, resulting in a failure rate of 5.8%; this failure rate, lower than the 18-year average, is a useful measure of the value that many levy payers put on their BIDs.

Table 8: BIDs which have come to ballot in the last 12 months

Term of ballot	Count of BIDs	Average % turnout	Average in favour by number	Average In favour by RV
1 st term	10	31.9	81.1	83.9
2 nd term	31	39.6	77.9	81.9
3 rd term	26	38.0	82.5	86.5
4 th term	12	46.8	81.5	90.5
5 th term	1		98.6	99.5
Unsuccessful	5	43.9	40.6	53.0
Total	85	39.5	78.1	83.0

The ballot data for many of the BIDs, particularly those in their fourth and fifth terms give a very positive picture of success – approval ratings of 98% and 99% by both number and rateable value are very positive.

New BIDs ballot data 2021-22

Ten new BIDs came into being during the past 12 months; and although the turnout figures are four percentage points below the 12-month norm, the votes in favour and by RV were both above the 12-month norm.

Table 9: New BIDs Ballot data 2021-22

Type of BID	Count of BIDs	Average % turnout	Average % in favour by number	Average % in favour by RV
Area BID	4	37.1	84.3	88.8
Business park	1	21.9	65.3	72.2
Destination	1		83.0	89.0
Town BID	4	29.0	81.6	79.6
Total	10	31.9	81.1	83.9

Failed BIDs last twelve months 2021-22

5BIDs failed at ballot in the last twelve months. Of the 5, all failed by number of votes, and 2 also failed by the rateable value, suggesting an increased involvement of the national levy payers, for whom BIDs are now a serious investment decision for their head offices.

Table 10: Failed ballots 2021-2022

Type of BID	Count	Average % turnout	Average % in favour by number	Average % in favour
Destination	1		30.6	47.7
Town BID	4	43.9	43.1	54.3
Total	5	43.9	40.6	53.0

Turnout

A key performance measure for many BIDs at ballot is the % turnout, with local and national levy payers keen to ensure transparency and accountability. Whilst the average turnout % for all the ballots is 45.1%, analysis of the turnouts for the current 332 live BIDs allows a more granular picture to emerge.

Data over the past 18 years suggests that the turnout performance is reasonable, with half of all the current BIDs obtaining a turnout of at least 41.73%, and 25% obtaining a turnout of at least 51.95%. The highest turnout was 83%.

As a national comparison, the turnout for the English Mayoral elections in 2021 was 26%, similar to the turnout of the other metro-mayor elections held in 2021⁷. The average turnout in local elections in England in 2022 was 33.6%⁸. The average turnout for BIDs is thus some 10 percentage points better than English local authority elections.

One key factor in this is the number of hereditaments in a BID, along with the decisions on thresholds that each BID can make.

Table 11: Turnout measures % for all 332 current BIDs

Measure	% turnout
Lower quartile	34.28
Median	41.73
Upper quartile	51.95
Highest	83

Most successful ballots

Some outcomes are truly excellent, with some very high figures for all three performance indicators. This table shows the averaged best result for the three key performance measures. Interestingly, as ballot performance improves over terms, turnout reduces, possibly the result of increased confidence and an assumption of a positive outcome.

⁷ <https://commonslibrary.parliament.uk/research-briefings/cbp-9545/>

⁸ <https://www.electoralcommission.org.uk/who-we-are-and-what-we-do/elections-and-referendums/past-elections-and-referendums/england-local-council-elections/report-may-2022-local-elections-england>

Table 12: The 'best' ballot data for a BID

BID terms	Number of BIDs	Max Turnout	Max in favour by number	Max in favour by RV
1 st term	83	79	98	99.42
2 nd term	129	83	98.64	98.81
3 rd term	80	79	98.48	99.91
4 th term	38	69	96.2	99
5 th term	2	44	99.5	99.7
Total	332	83	99.5	99.91

Failed or ceasing BIDs 2004-2022

116 BIDs have failed in their ballots or ceased by not coming to ballot again in the past eighteen years. Clearly, those which failed did not gather enough votes either by number and/or by RV; those that ceased had done reasonably well in their ballots, but either came to an end during their term or did not go to a ballot for their next term. This could be a result of a loss of business or board enthusiasm or even a sense that their job was done.

Table 13: Failed or ceasing BIDs 2004-2022

Terms	BID number	Average % turnout	Average % in favour by number	Average % in favour by RV
Ceased end of 1 st term	10	41.9	71.3	73.1
Ceased end of 2 nd term	1	46.0	76.0	63.0
Ceased in 1 st term	8	34.0	64.6	72.6
Ceased In 2 nd term	1	55.0	80.0	86.0
Unsuccessful	96	47.1	46.8	48.3
Total	116	45.8	50.5	52.5

Levy Rate % for BIDs in 2022

The BID levy rate is, most usually, the multiplier of the non-domestic rateable value by which the levy amount is worked out and is therefore an important issue for BIDs and their members. This does not apply in Scotland where the legislation is different and more flexible. The Industry Criteria ask that up to 1.5% is the expected norm, with some allowances made for up to 2% in exceptional circumstances or smaller locations where rateable values are lower and therefore require a higher multiplier to achieve a viable budget.

For the current data, of 332 BIDs, 295 [88.8%] were using a % levy rate, with a median at 1.5%. The averages, maxima and minima of levy % across BIDs are narrow and suggests that the issue has become standardised across the industry with most exceptions being small industrial BIDs.

Table 14: % Levy rates of 332 current BIDs by Term

Terms	Average BID levy
1st term	1.5
2nd term	1.4
3rd term	1.5
4th term	1.4
5th term	0.9
Total	1.4

Again, the spread and deviation of levy rates shows a median of 1.5%, with the largest at 6%, and 7 BIDs with levy rate of greater than 2%. The larger RVs in London have allowed BIDs there to use lower % levy rates.

Table 15: Range of levy % across 332 BIDs

Measure	BID levy %
Lowest	0.28
Lower quartile	1.1
Median	1.5
Upper quartile	1.5
Highest	6
Banded	37

Hereditaments

Hereditaments are those properties or assets owned by business levy payers or voters within the BID area and listed on the non-domestic rating list.

The distribution of hereditaments suggests that half of all BIDs have fewer than 400 hereditaments, the largest number is 2500 and currently eight BIDs have more than 1000 hereditaments

Table 16: Numbers of Hereditaments in a BID

Measure	Number
Lowest	29
Lower quartile	274
Median	400
Upper quartile	541
Highest	2,500

Table 17: Distribution of hereditaments across different types of BIDs

Types of BID	Number of BIDs	Number of hereditaments
Area BID	8	2,987
Business park	12	2,313
City BID	27	19,027
Commercial	5	1,824
Destination	4	2,134
Digital BID	1	386
Food & drink	1	35
Industrial	15	2,023
Industrial park	6	1,084
Leisure	2	
Mixed area	14	3,560
Property owner	4	268
Retail	1	418
Retail & leisure	3	1,633
Retail & tourism	1	245
Tourism	7	3,505
Town BID	217	78,837
Town BID/tourism	3	756
Commerical & cultural	1	450
Total	332	121,485

The regional distribution of BIDs and hereditaments is becoming strategically important, as governments and administrations try to address the issues of high street decline.

Table 18: Distribution of BIDs, hereditaments, £ spent by region and %

Country or region	Number of BIDs	Number of hereditaments	BID income and spend	% of total spend
East Midlands	10	4,961	£4,632,147	3.20%
East of England	28	10,695	£9,006,145	6.22%
Greater London	73	18,324	£56,981,778	39.37%
Ireland	5	7,013	£4,991,213	3.45%
North East England	6	2,470	£2,927,777	2.02%
North West England	32	10,912	£9,589,003	6.63%
Northern Ireland	8	2,052	£2,788,228	1.93%
Scotland	35	11,917	£6,255,234	4.32%
South East England	38	14,246	£13,826,618	9.55%
South West England	35	15,039	£10,622,990	7.34%
Wales	14	2,674	£3,127,024	2.16%
West Midlands	31	12,328	£11,315,393	7.82%
Yorkshire and the Humber	17	8,854	£8,672,119	5.99%
Total	332	121,485	£144,735,669	

The total number of hereditaments across all BIDs in the survey this year is 121,485, a reduction of 3,538 from 2021.

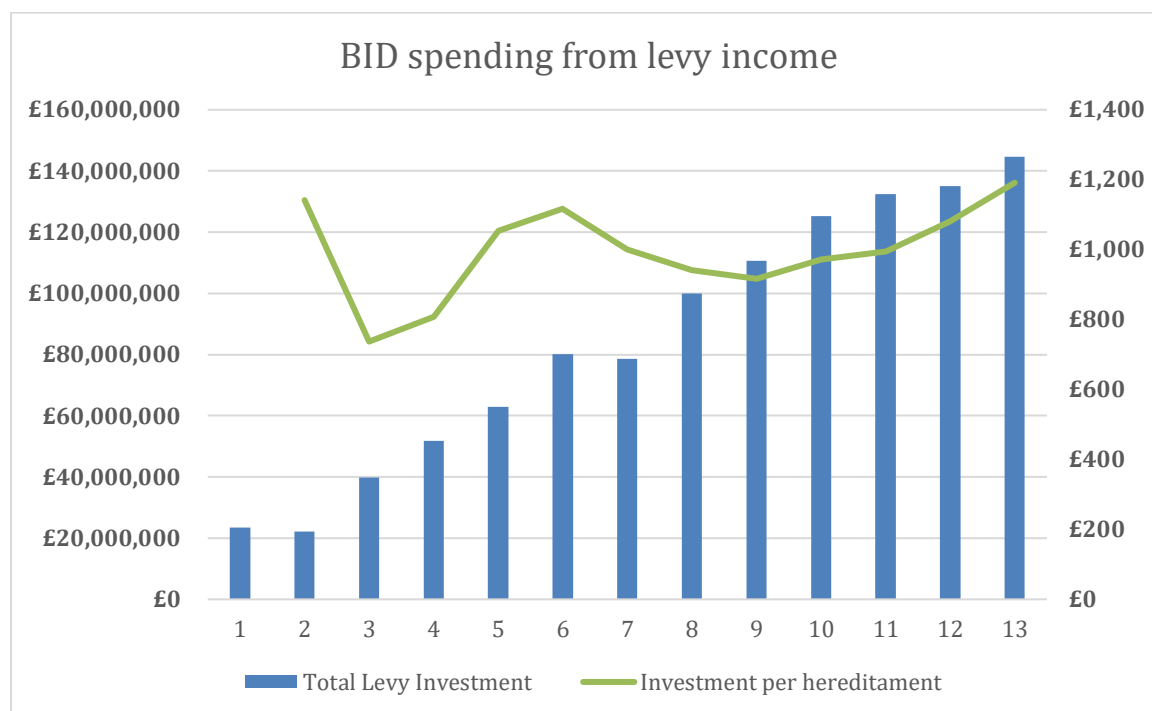
Table 19: Annual growth of hereditaments over past 12 years

Survey year	Number of BIDs	Growth in BIDs	Total levy income and spend	Total hereditaments	Investment per hereditament
2010	102		£23,483,888		
2011	112	10	£22,085,567	19,353	£1,141
2012	129	17	£39,883,454	54,110	£737
2013	150	21	£51,847,486	64,150	£808
2014	179	29	£63,000,000	59,771	£1,054
2015	203	28	£80,124,969	71,703	£1,117
2016	227	37	£78,659,124	78,549	£1,001
2017	283	26	£99,971,741	106,262	£941
2018	305	29	£110,575,380	120,735	£916
2019	321	18	£125,205,608	128,785	£972
2020	329	6	£132,493,286	133,163	£995
2021	324	-5	£134,979,983	125,023	£1,080
2022	332	8	£144,735,669	121,485	£1,191

Economic impact of BIDs

BIDs are about economic impact; improving their business districts so that businesses can perform better. Thus, the amount of money they invest is an important signifier and that amount, which is now considerable, has grown over time and by business. The data show a steady growth in the total BID investment from levy income over the past 12 years, but with some variation in the average amount per hereditament over the same period. It is possible that this variation per hereditament relates to a mixture of BID boundary changes, BIDs lifting their payment thresholds as they increasingly use the small business rates relief figure, growth in the size of BIDs, and improved data collection.

Figure 3: BID spending over time



Levy income and expenditure

The BID levy income - which is then spent back in the local business community - is the income collected directly via the mandatory BID levy and does not include any additional income.

From the population of 332 active BIDs, the total BID levy income raised and spent across the British Isles is £144,735,669, an increase over last year despite a reduction in hereditaments; some of this increase is due to RV changes and some is the growth in BID size.

Interestingly, the income per hereditament over time has fluctuated. There may be a number of reasons for this. Firstly, the RV changes and revaluations over the past few years have resulted in levy income changes; secondly, as BIDs have become more tactical in their ballot and governance planning, by way of higher thresholds and capped levy income, the income per hereditament may change at the global level.

Levy income and expenditure by term

Levy income and expenditure varies widely across the BIDs, with the smallest collecting £14,639 and the largest £4,294,042 per annum.

Apart from the 2020 Covid year⁹, there was a clear and steady growth in the numbers of BIDs over the past ten years, with a concomitant increase in hereditaments and thus the total levy income and expenditure,

⁹ <https://www.ajmc.com/view/a-timeline-of-covid19-developments-in-2020>

Table 20: Measures of levy income and expenditure by term

Term	Total levy income	Average levy income	Maximum levy income	Minimum levy income
1st term	£31,840,577	£383,621	£4,294,042	£18,690
2nd term	£53,648,408	£415,879	£4,100,000	£14,639
3rd term	£30,562,645	£386,869	£2,450,000	£42,395
4th term	£23,418,530	£650,515	£3,387,025	£100,000
5th term	£5,265,509	£2,632,755	£4,100,000	£1,165,509
Total	£144,735,669	£439,926	£4,294,042	£14,639

The measures of the levy income of current BIDs continue to show a wide range, with the median figure – that is half of all the BIDs – having a levy income of £285,691 or less; and 75% of all BIDs having a levy income of £486,556 or less.

Table 21: Measures of BID annual levy spend £ across 332 active BIDs

Measure	£
Lowest	£14,639
Lower quartile	£143,416
Median	£285,691
Upper quartile	£486,556
Highest	£4,294,042

On the other hand, there are now 30 BIDs with levy incomes of £1million or over; all are in the major cities, where rateable values and thus income is higher; and the highest levy amount is £4,294,042.

Mean levy per hereditament

Although it is a slightly hypothetical figure, from the data it is possible to identify the average levy per hereditament in the survey; with 121,485 hereditaments raising £144,735,669, the average income is £1,191 per hereditament, slightly more than the £1,080 per hereditament the previous year.

Section 2 – The qualitative data from the online survey

British BIDs sent out an individual questionnaire, collecting more qualitative data, to the 325 BID chief executives or managers who had emails. 103 [31%] BIDs provided these further qualitative data by responding to the on-line questionnaire, and this 31% sample is reasonably meaningful covering, as it does, all the major sizes and types of BID. Of course, response rates varied slightly in each of the various questions, but a total figure was extrapolated for the whole industry population. This approach is adopted throughout this section; we believe that it leads to a reasonably significant picture.

Additional income

BIDs were asked to identify any additional income, that is a contribution made to the BID over and above the levy income. There is a variety of sources for such income and the report tries to identify some of them. Both last year and this year, during the Covid epidemic, funding was available from both central and local government by way of a range of grants; these have been counted in but as far as possible the Ministry of Housing Community and Local Government BID support money of £6.1m has been excluded.

Voluntary contributions

Many BIDs [46%] received extra money from voluntary contributions, including local charities, local businesses outside the BID area, or businesses below the threshold. This is substantially less than previous surveys; in 2021, 61% of BIDs received voluntary contributions.

Table 22: Voluntary financial contributions to BIDs 2022

Voluntary contributions	%
Yes	46%
No	54%

External non-levy income

Most BIDs [74%] also generate non-levy income from more formal sources, such as entrepreneurial activities, grant income, government funding, or local authority grants.

Table 23: % of BIDs generating external income

External income	%
Yes	74%
No	26%

The median figure for additional external income is £60,000 and the highest amount is £930,000; the total estimated additional income is £27,111,662, amounting to an increase of 18.7% of BID income across the country.

Table 24: Measures of additional income for BIDs

External income	£
Minimum	£0
Lower quartile	£27,000
Median	£60,000
Upper quartile	£140,000
Maximum	£930,000
Estimated total	£27,111,662

Total BID spending 2022

Bringing together the two data sets – BID levy income and estimated external income - allows a picture of the total actual investment by BIDs across the British Isles to emerge.

Table 25: Total BID funding 2022

Measure	Levy expenditure	BID external monies	Total investment
Lowest	£14,639	£0	£14,639
Lower quartile	£143,416	£27,000	£170,416
Median	£285,691	£60,000	£345,691
Upper quartile	£486,556	£140,000	£626,556
Highest	£4,294,042	£930,000	£5,224,042
Total	£144,735,669	£27,111,662	£171,847,331

Summing this totality of BID levy funding, and additional funding, gives a figure of £171,847,331 [2021 £152,713,787] as the total direct contribution from all BIDs into their business communities. This does give a reasonably prudent view of the total impact of BIDs as change agents across the British Isles and shows a growth in total investment of £19,133,544 from 2021.

Inward investment income

Finally, beyond the direct additional income, BIDs were also invited to report on any inward investment income, which is financial investment as a direct result of the catalytic activity of the BID.

Table 26: Inward investment

Inward investment		%
Yes		48%
No		38%

Some 48% [2021 51.9%] of the BID industry reported investment income by way of projects and government funding as a direct result of their BID activity, although others recognised investment has been achieved but it is very difficult to quantify. It is now very much part of the role of BIDs to work with Town Fund and levelling up applications, but the amounts of money and the time scales are not easy to track. From the Town Funding alone some £3.6 billion is being spent over a five-year period, affecting some 50% BIDs.

The data suggest that some £353,846,754 is going into business communities each year from outside investment

Table 27: Inward investment 2018-2022

Inward investment	£ amount
Minimum	£8,500
Lower quartile	£80,000
Median	£278,850
Upper quartile	£3,075,000
Maximum	£49,000,000
Total	£353,846,754

Total BID funding and investment 2018-2022

Whilst comparisons over time may not always be useful, because of variations in definitions and individual BIDs data definition, the five-year data for all BID income and thus investment expenditure is a positive story, a current projection of £525,694,084 [2021 £512,713,787], showing growth in levy income, additional entrepreneurial income and leveraged inward investment.

These data come from an amalgam of all BIDs data, married with the estimated additional and external income projected from the qualitative surveys of the past five years. 2020 was not collected; at the height of the Covid-19 epidemic the data was just not available.

Table 28: Total BID investment 2018-2022

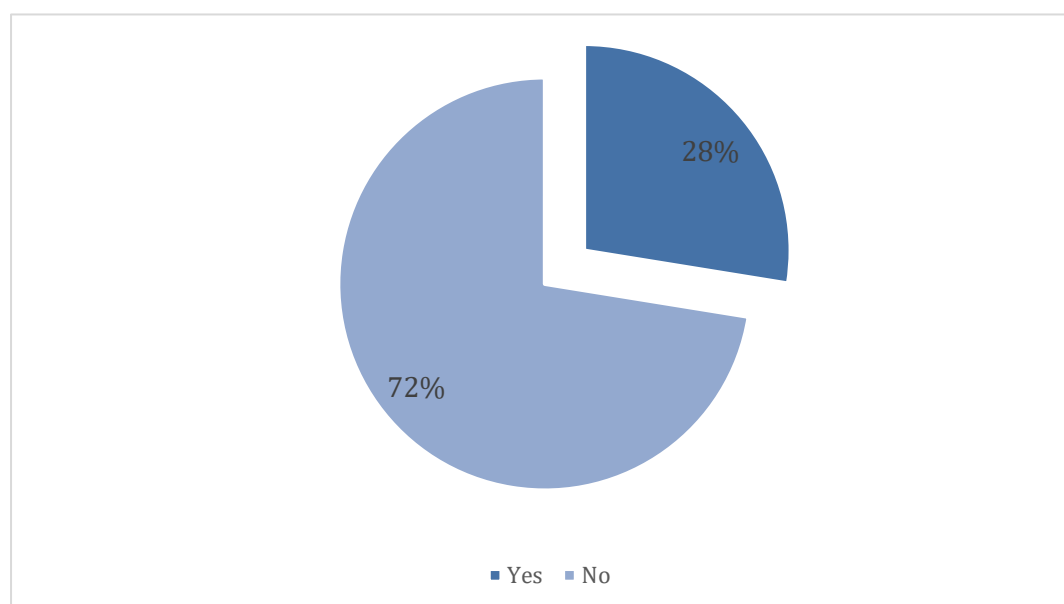
	2018	2019	2020	2021	2022
Levy income from all BIDs	£110,575,380	£125,205,608	£132,493,286	£134,979,983	£144,735,669
Additional income	£12,619,714	£14,511,719		£17,733,804	£27,111,662
Inward investment	£51,941,026	£89,456,390		£360,000,000	£353,846,754
Total BID figures	£175,136,120	£229,173,717		£512,713,787	£525,694,085

Inflation, terms, thresholds, and caps

Annual inflation factor

Some BIDs apply an annual inflation factor to the levy multiplier to ensure their income grows each year as their costs grow. Over the past four surveys the data for this question have shifted slightly; in 2021 37% of BIDs did so and in 2022 28% are so doing; a reduction of 9 percentage points. Now that inflation is becoming more evident, we might expect to see an increase in this factor.

Table 29: Use of an annual inflation factor 2022



An inflation rate of 2.5% is the median for those 28% of BIDs that use an inflation factor.

Table 30: Annual % inflation rate used

Measure	%
Lower quartile	2.00%
Median	2.50%
Upper quartile	3.00%

BID exemption thresholds in 2022

A threshold is a rateable value level below which hereditaments are not charged a levy. The two main purposes of a threshold are to ensure that small businesses are not required to pay a levy and at the same time making sure that any business levy collection costs are never greater than the levy itself; this therefore exempts them from the levy whilst still ensuring they benefit from the services.

88% of BIDs make use of an exemption threshold:

Figure 4: Use of an exemption threshold

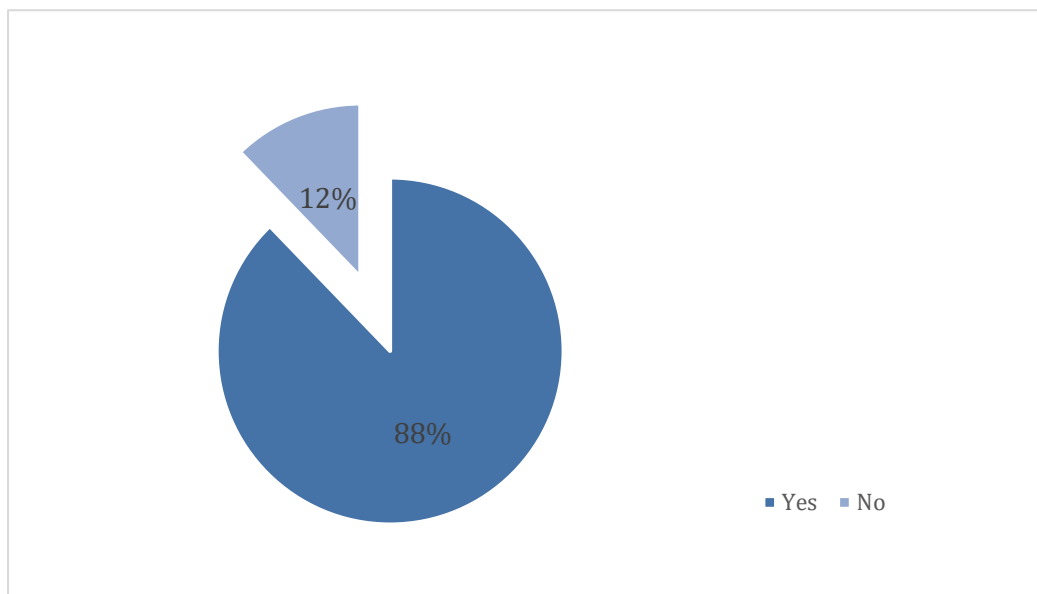


Table 31: Thresholds levels used by BIDs

Measure	Amount
Minimum	£500
Lower quartile	£5,000
Median	£10,000
Upper quartile	£15,000
Maximum	£150,000

Most BIDs aim to ensure that no levy payment is less than the cost of collection, others keep their threshold at or below the level of the current government Small Business Rate Relief threshold of either £12,000 [59%] or the tapered figure of £15,000 [60%].

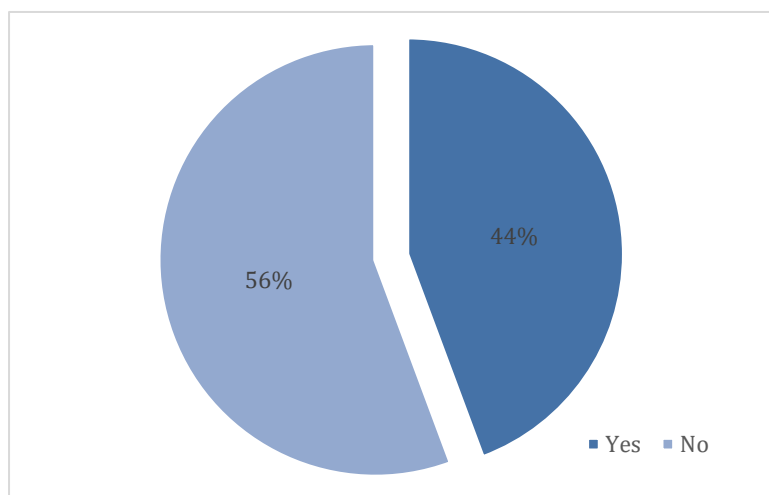
The distributions suggest that the Small Business Rates Relief is a key driver in many of the discussions on levels of any threshold, whilst at the same time some of the large city BIDs have higher thresholds.

This is an area of importance for many BIDs as they come to ballot. Clearly it is tactically valuable to keep the BID population small and with high levels of levy income so that the process of campaigning is simple and cost effective and turnout is high. At the same time, BIDs are about a business community where all are involved, equally represented and form a ‘community of practice.’

Caps on BID levy payments

As part of this strategic process, some BIDs also apply a cap to levy payments, protecting some levy payers from larger than normal levy payments, for example, where their properties are disproportionately large compared to others in the BID area. From the survey population 50% [2021 42%] do so. The proportion now using them has gone up slightly. These caps can be of two sorts: firstly, to help business with several different properties within the boundary to stop them paying too large an amount; or secondly, to protect particularly large hereditaments in a BID area from paying a disproportionate amount. They can of course be seen as unfair by some median levy payers who don’t have such support.

Figure 5: Percentage of BIDs using Caps



This use of caps can be an important strategy for protecting larger businesses from unusually large levy payments, and it is clear that many of the national levy payers expect to see this. The spread of minimum payments suggest that they have an important role in some BIDs.

Table 32: The level of the caps used by BIDs

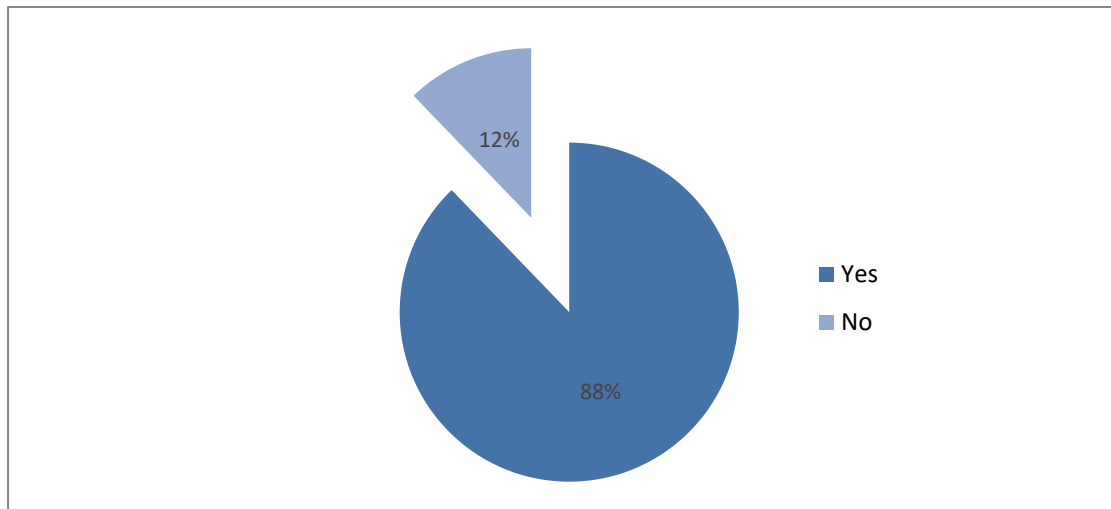
Measure	£ cap
Minimum	£500
Lower quartile	£5,000
Median	£10,000
Upper quartile	£15,000
Maximum	£150,000

The largest cap on the annual levy collected in the survey was £150,000, with a median of £10,000.

BID levy discounts

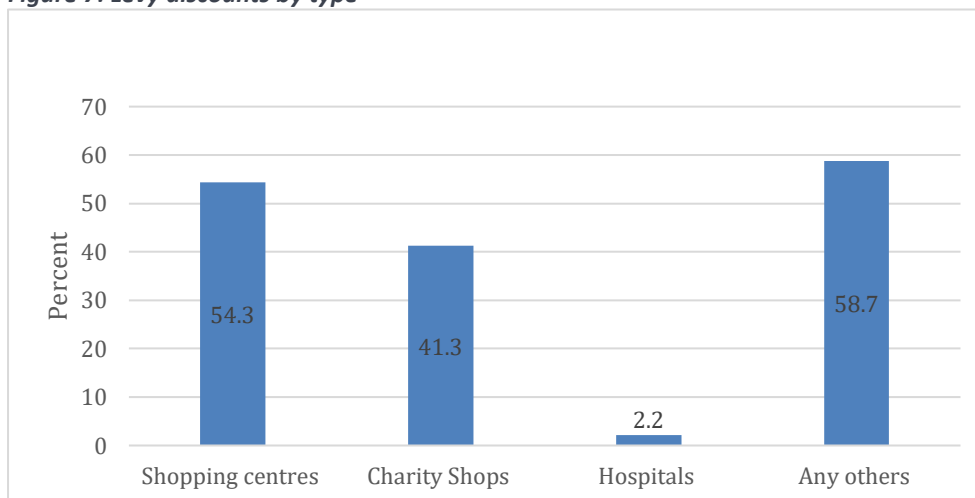
Most BIDs opt to give charities and other key players a discount on their levy, although this is becoming less prevalent over time, particularly in relation to discounts on commercially trading charity shops.

Figure 6: Levy discounts



From the survey, 88% provide some discounts; 4% of the BIDs specify that charity shops – that is those acting as retail outlets - are excluded from their discount rule. Of those who offer discounts, the greatest majority are for charities and shopping centres at 41.3% and 54.3% respectively.

Figure 7: Levy discounts by type



The level of discount is little changed over the years, with most offering 100% to non-trading charities, and shopping centres and shopping mall discounts ranging from 10-50%.

Levy collection costs

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.

Table 33: Levy collection costs

Collection costs	£
Minimum	£0
Lower quartile	£3,500
Median	£8,000
Upper quartile	£15,000
Maximum	£27,189

From the responses, 17% of BIDs have no collection charge made to them by their local authority. This is a reduction from last year, where some 30% of BIDs were not paying for collection. The median collection costs figure – that which 50% of BIDs are below - is £8,000.

Levy collection levels 2022

Levy collection rates have been a key issue for many BIDs during and after the Covid-19 lockdown as local authority teams have engaged with both government grants and support for businesses.

Nonetheless, the data collected shows a better picture than anecdotal evidence would suggest, with a median figure of 92%, although the lowest was 40% collected.

Table 34 Levy collection rates 2022 – averages from BIDs

Levy collection rates	% collected
Minimum	40.00
Lower quartile	86.00
Median	92.00
Upper quartile	95.00
Maximum	100.00

Business rates 2022 and 2023

Most BIDs use the current Non-Domestic Ratings list for their levy collection, with some using the list extant at their ballot date. The latter of course allows a constant picture of income for the BID and levy payment for the businesses and is thus often preferred by many.

Business rates revaluation 2023

All non-domestic properties are generally revalued every five years by the Valuation Office Agency. The next revaluation has taken place and will be effective as from 1 April 2023¹⁰, and this will clearly affect many BIDs' levy income as ballots move BIDs onto the latest list. There is also a plan to review

¹⁰ https://www.gov.uk/government/news/providing-rental-information-for-revaluation-2023?utm_source=11833c1f-94d9-4fbd-becf-a759f82bd28a&utm_medium=email&utm_campaign=govuk-notifications&utm_content=immediate

business rates more regularly, probably every three years¹¹, and this was one of the BB requests in our submission to the Treasury on business rates back in¹² 2019.

The rateable value is assessed by the Valuation Office Agency, which is an agency of HM Revenue and Customs. A property's rateable value is an assessment of the annual rent the property would rent for if it were available to let on the open market at a fixed valuation date.

From April 2023, the rateable values will be based on the valuation date of 1 April 2022, and this will clearly affect over 60% of BIDs. BIDs are split pretty equally between using the current list and the new list; reflecting that for many the two will be the same

The central rating lists

In addition to local rating lists, the Secretary of State also holds a central list which contains hereditaments which, by their nature, are unsuitable for including in local lists (e.g., utility networks). The central rating lists contain the rating assessments of the network property of major transport, utility and telecommunications undertakings and cross-country pipelines. The central rating list can be viewed on the [Valuation Office Agency's website](#).

Hereditaments appearing on the central rating list do not appear on local rating lists. The business rates bill for central list hereditaments is paid to the Secretary of State and then passed to the Treasury and therefore there is no contribution toward any local BID. The government is proposing to move all telecom networks, railways and mobile networks onto the central list.

BID management and governance

BID management teams

Staffing

The staffing levels of BIDs vary widely, as one would expect from organisations so varied in income and service provision.

From the data it is possible to extrapolate total numbers, and this suggests that across the five administrations and countries, BIDs employed some 993.58 [2021 1,040] full time equivalent staff, a decrease of 4% on 2021.

Whilst the median staffing level for a BID is now 2.75, the range is wide, with a maximum of 14 in one BID. A number of BIDs are managed by board members, so have no staffing numbers.

¹¹https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/997352/Consultation_More_Frequent_Revaluations.pdf

¹²<https://cdn.britishbids.info/publications/British-BIDs-submission-on-business-rates-for-select-committee.pdf?mtime=20190408132313>

Table 35: Staffing levels in BIDs

Average staffing levels	Staffing numbers
Minimum	0.00
Lower quartile	1.00
Median	2.75
Upper quartile	5.00
Maximum	14.00
Estimated total across British Isles	993.58

Gender balance in BID managers

Following interest last year, we have looked at the gender balance amongst BID managers, using a simple forename analysis.

Table 36: Gender balance in BID managers

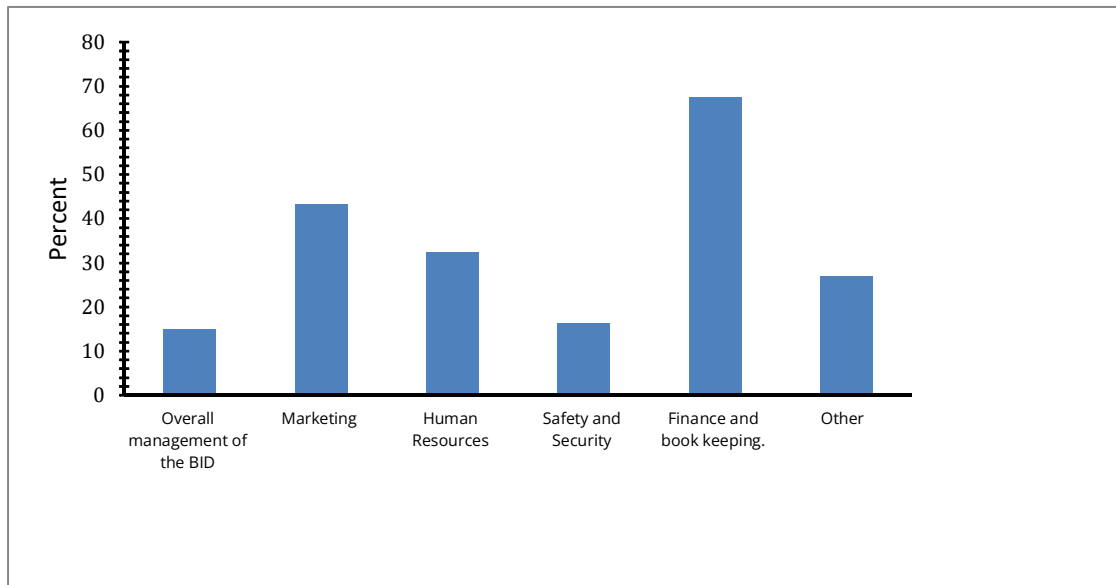
Gender	Number	%
Male	143	44.4%
Female	179	55.6%
Total	322	

The gender balance amongst BID chief executives and managers, based on simple forename analysis, has moved very strongly, from almost exactly 50:50 male:female in 2019 to 46:54 male:female in 2021, and in 2022 44:55 male:female.

External staffing providers

From the survey response, external staff, that is staff working for the BID but not on payroll, are used by 73% of BIDs [60% 2021]; this includes staff working in security, marketing, and general operational activities including rangers and other staff.

Figure 8: Use of external staffing % of BIDs



The majority of the support staff brought in are finance and bookkeeping for over 67% of BIDs; with marketing also important at just over 40%. Many of the ‘other ‘category included Rangers, web designers and event management staff.

Overall BID management by consultants

One trend is for BIDs to be fully managed by external consultants, thus saving direct staffing costs and ensuring a wide range of expertise that can be called upon. Some 15% [20% 2021] of the sample described themselves as being managed in this fashion and it will be interesting to see if BID Boards continue this trend in the future.

Shared staff

Another emerging trend is for BIDs to share staff, either by having one shared manager working for more than one BID, or for a member of one BID team to also work for another in a different role.

BID Boards

BID boards are a vital part of the BID community as issues of governance and transparency rightly come to the fore, and governance matters are key parts of the British BIDs Industry Guidelines¹³. The data suggest that there are 2,807 [2021 2,754] members of BID boards across the British Isles, whose task is to ensure that each BID is governed according to the normal rules of good corporate governance.

¹³ <https://britishbids.info/publications/business-plan-criteria-for-bids>

Table 37: BID Boards by size and distribution

BID Board sizes	Number of directors
Minimum	2
Lower quartile	7
Median	10
Upper quartile	12
Maximum	20
Estimated total across British Isles	2,807

From the data there is a range of BID board size and composition, although most range from 7-12, with the largest at 20 and a median size of 10.

Property owners

84% [2021 78%] of BIDs reported having property owners involved in their boards, with a median number of 2 and a maximum of 11; and there are 522 property owner board members across the British Isles. This is a steady annual increase and suggests an increased interest in property owner as a key stakeholder in BIDs.

Table 38: Property owners on boards

Property owners on boards	Numbers
Minimum	0
Lower quartile	0
Median	2
Upper quartile	3
Maximum	11
Estimated total across British Isles	522

The figure is possibly higher than the data shows; some BIDs have included their shopping centre BID board members as owners, but others don't, and some board members own their business properties, similarly local authority representatives are not often recognised as property owners. However, many more BIDs are becoming aware of these differences and are articulating them in their responses.

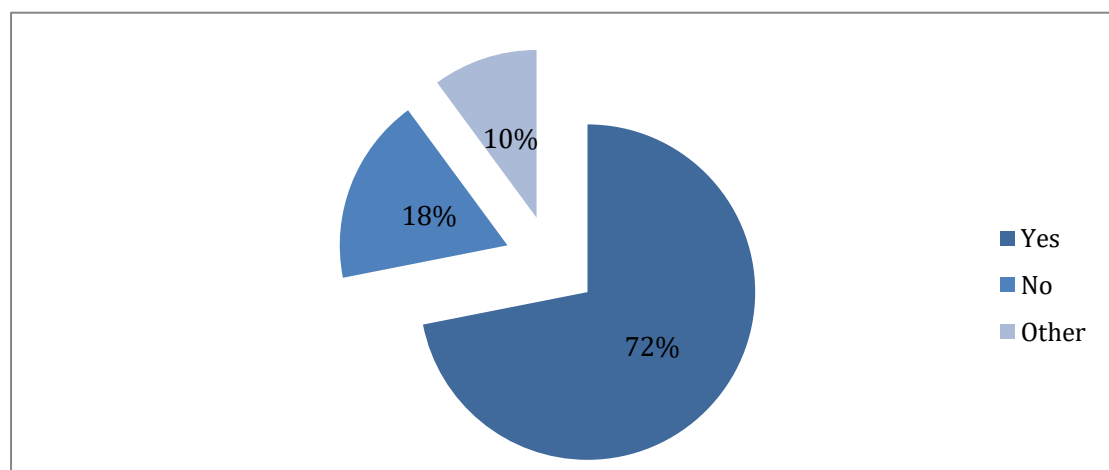
In February 2017, the first draft of the Local Government Finance Bill (2017) was published and included the proposal that Property Owner BIDs should be extended to all areas within England. This would be achieved through the removal of the requirement for a Business Rate Supplement to be in place, although the requirement for there to be an existing BID funded by occupiers remains. However, the Government still has no clear plans yet on timing or content for a Local Government Finance Bill. As a result, the current plans to introduce property owner BIDs across England cannot go ahead; but there is much interest in reactivating the debate

Table 39: BID Interest in property owner BIDs

Interested in property owner BIDs	%
Yes	35%
No	45%

and an interest in engaging further.

Figure 9 BID interest in exploring property owner matters



Local authority involvement on boards

Most BIDs have Local Authority representation on their boards, reflecting the important relationship between a BID and its local authority, with 87% of BIDs having such representation, and 268 Local Authority board members across the sector.

Table 40: Local Authority board members

Local authority board members	Numbers
Minimum	0
Lower quartile	0
Median	1
Upper quartile	1
Maximum	5
Estimated total across British Isles	268

Observers on BID boards

The balance between directors and observers also varies across BIDs, with most having 10 Directors and 1 Observer, whilst some have up to 20 members on their board, and up to 6 observers.

Table 41: Observers on BID boards

Observers on BID boards	Numbers
Minimum	0
Lower quartile	0
Median	1
Upper quartile	2
Maximum	6
Estimated total across British Isles	451

Gender balance of boards

We remain interested in both the gender and ethnic diversity of boards.

It seems that boards are starting to address the issue of gender in their makeup, with the median number of women on boards being 3, and an estimated 970 [2021 882] women board members across the industry, this still only amounts to 34% of all BID board members.

Table 42: Gender balance on BID boards

Women on BID boards	Numbers
Minimum	0
Lower quartile	2
Median	3
Upper quartile	5
Maximum	9
Estimated total across British Isles	970

Diversity balance of Boards

On the matter of ethnic diversity, the responses identified 213 [2021 177] black, Asian and minority ethnic directors across the British Isles, with the highest number on a board being 8

Table 43: Black, Asian and minority ethnic members of boards

Black, Asian and Minority Ethnic Board members	Numbers
Minimum	0
Lower quartile	0
Median	0
Upper quartile	1
Maximum	8
Total	213

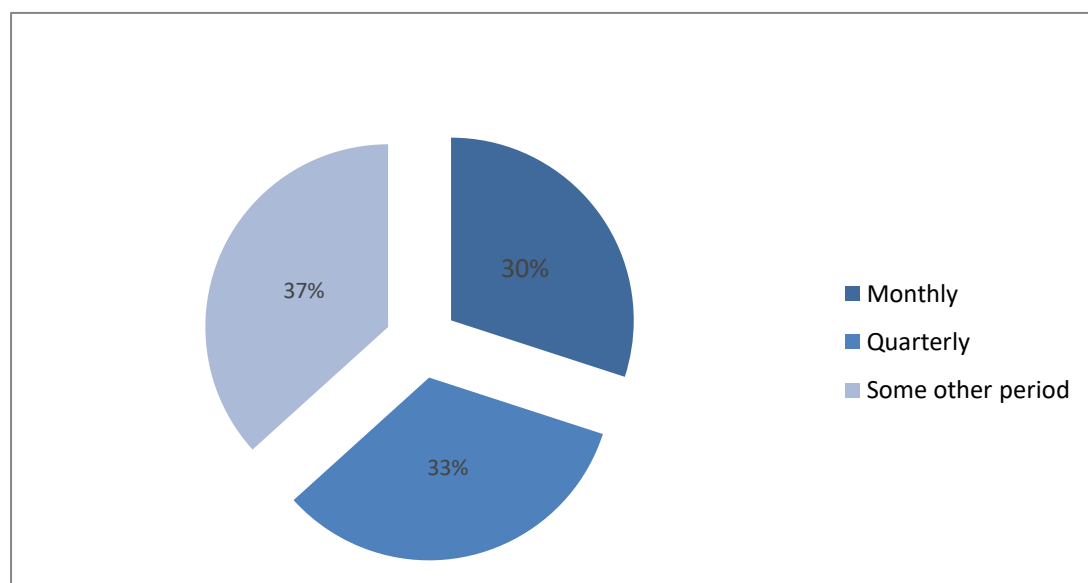
Shared Boards

There are some BIDs with shared or overarching boards. It may be the local DMO that has gestated a number of BIDs in their area, or a BID that is then approached to set up another BID in a nearby or local community. They are clearly emerging possibilities for new developments.

Board meetings

Many BIDs are interested in how often boards meet; the data suggests that there is a very equal split between monthly, quarterly and various other periods; clearly it is for boards to decide which suits them best.

Figure 10: Board meeting timings



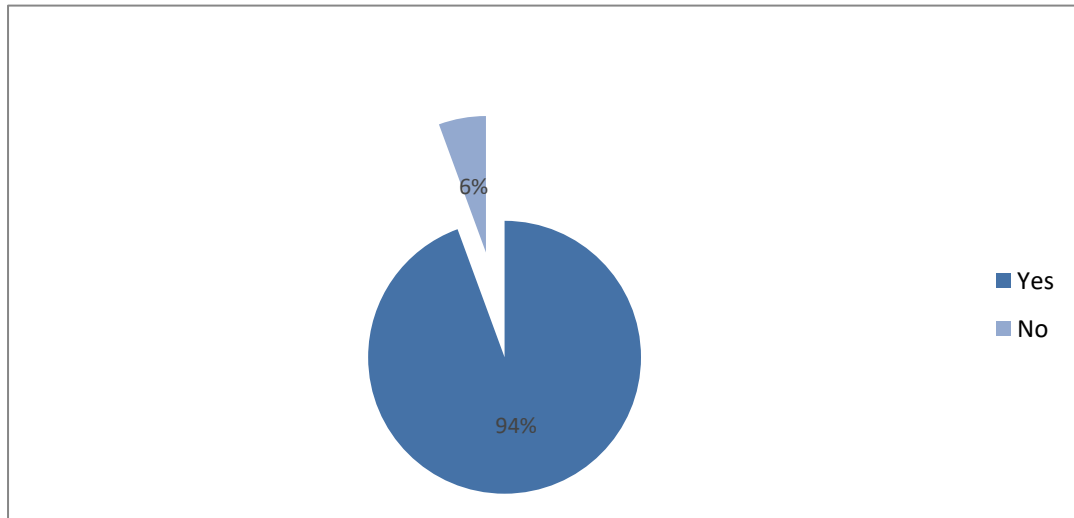
Annual accounts

The public provision of annual accounts is an important part of good corporate governance. These can range from detailed accounts posted on websites, to more basic ones, linked to the regulatory requirement¹⁴ for every billing authority to supply to each person receiving a demand notice the

¹⁴ Business Improvement District (England) Regulations 2004 Schedule 4 Regulation 15 3 (2) (a)-(d)

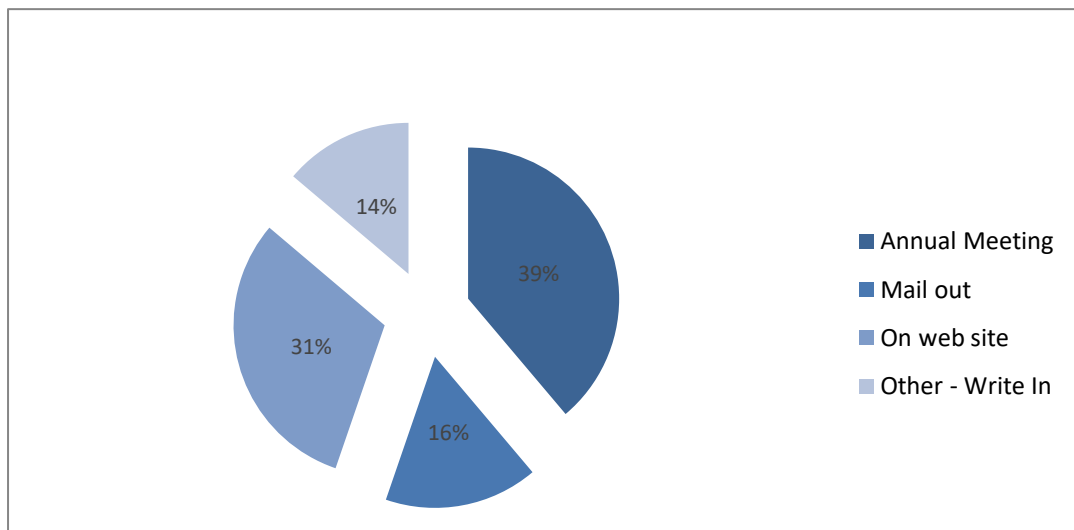
revenue due to be received the previous year, the amount spent, the matters on which it was spent and the proposed spend for the coming year. From the returns, 93% of BIDs make their accounts publicly available to their levy payers. Of course, Companies House requires that all registered companies lodge accounts with them.

Figure 11: Publicly available accounts



And BIDs use a variety of dissemination tools, with an annual meeting being the most popular

Figure 12: Dissemination of accounts



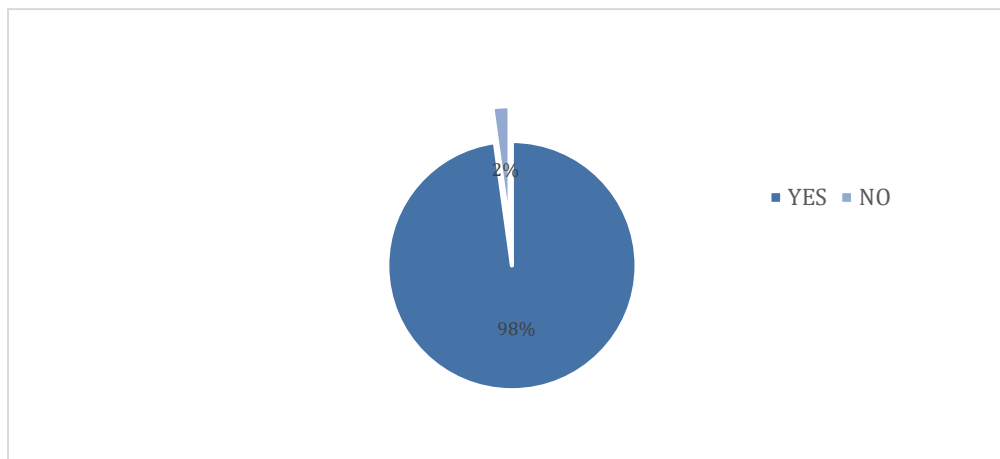
BID policy matters

There are a number of policy matters with BIDs involvement and the survey focused on ten of them: operating agreements, baseline statements, community involvement, late night levies, neighbourhood plans, Local Economic Partnership, DMOs, services to professional levy payers, permitted development rights, and Business Crime Reduction Partnerships.

Operating agreements

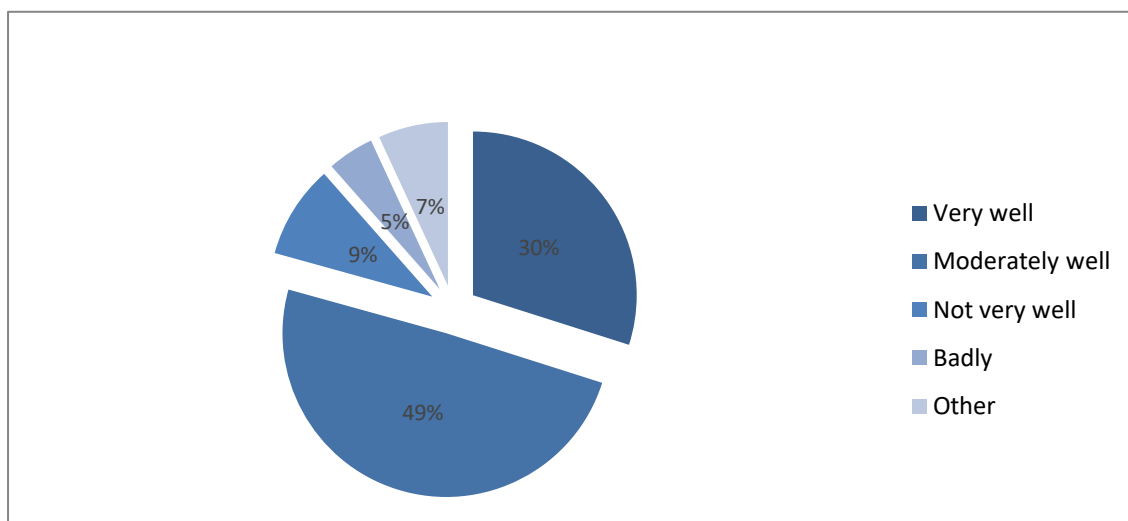
Each BID needs an operating agreement with its local authority; most- 97.8% - have, but some still don't have them.

Figure 13: BIDs and operating agreements



Nearly 80% of BIDs feel that their agreements work well or moderately well; but some 20% feel that they don't, and this clearly is a matter of concern for them and indeed the industry.

Figure 14: Working success of operating agreements



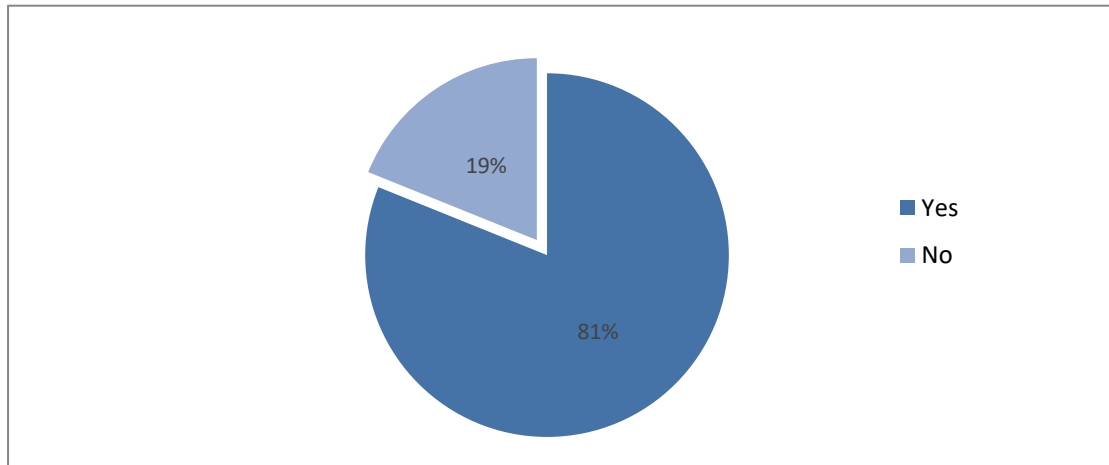
Baseline Services and Statements

BIDs need to develop agreements with their local authorities and other public services, such as the police, in order to ensure levels of service, which the BID will then augment rather than replace.

These baseline statements are useful elements in the BID proposal process, and *a statement of the existing baseline services (if any) provided by the relevant billing authority or other public authority*

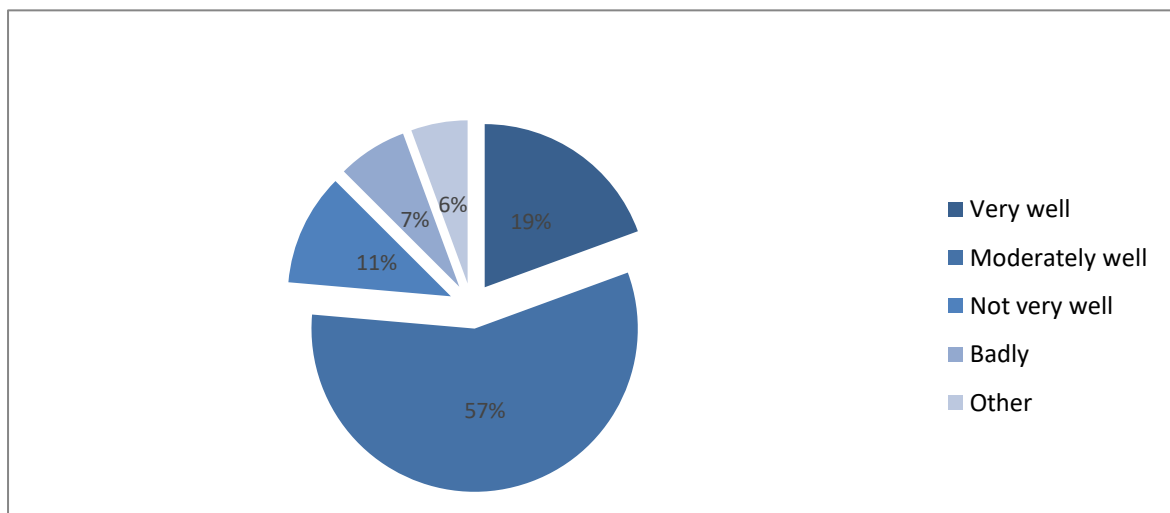
are required under the regulations¹⁵. Although the definition is not precise, it is evident from the survey, that 81% of BIDs had baseline statements, but surprisingly 19% did not.

Figure 15: Baseline statements



On the matter of adherence, although there was a sense of ‘slippage’ with 18% of BIDs feeling that baseline statements were being followed badly or not very well, 57% felt that they were still being adhered to moderately well in difficult circumstances for many local authorities. Nonetheless, this is a slow reduction from the data collected last year and clearly reflects the declining funding base for many local authorities. Of course, baseline statements have no legal binding force but are useful statements of intent.

Figure 16: Baseline statement effectiveness



¹⁵ The Business Improvement Districts (England) Regulations 2004. Schedule 1 Regulation 4 1(1) b.

Community involvement and CIDs

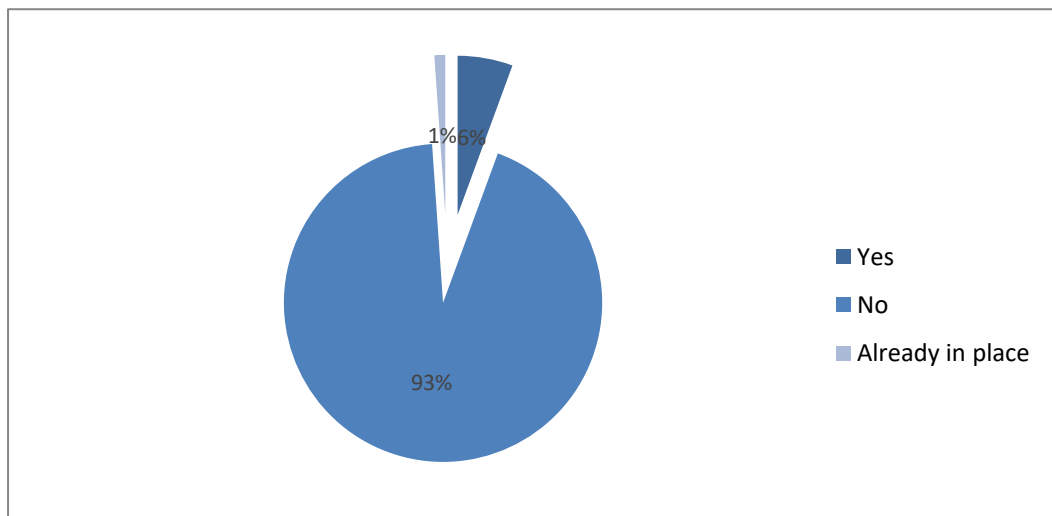
There is a suggestion that BIDs should have more community involvement on their boards, as part of a move toward Community Improvement Districts [CIDs]. BIDs were asked if they had such community membership; for example, Civic Trusts, Residents Groups, elected Councilors etc.

Interestingly, 52.43% were interested in such a development and 25.24% were using Councillors to fulfil this role at the moment

Late night levy

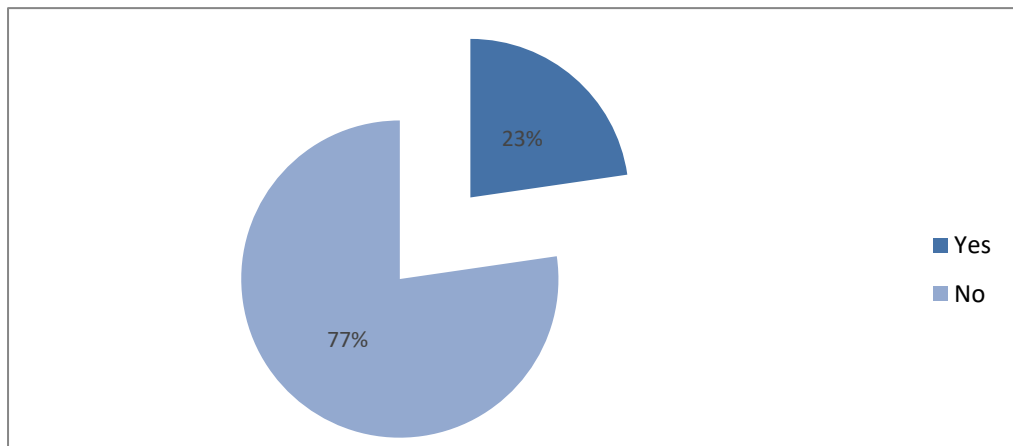
The impact of late-night levies on BIDs remained negligible with only 1.1% having one in place

Figure 17: BID involvement in a late-night levy



Neighborhood planning forum

Figure 18: BID involvement in a neighborhood planning forum



Local Economic Partnerships

Local Economic Partnerships [LEPs] are changing, possibly dramatically. There are currently 38 Local Enterprise Partnerships¹⁶ across England. In '[A Unique Partnership for Economic Growth](#)'¹⁷ LEPs set out how they can support the government's economic growth ambitions. These include supporting local businesses through the cost-of-living-crisis, feeding in unique real time data on business intelligence, creating freeports and investment zones, building rural economies and regional strengths, and delivering current projects that underpin the growth agenda.

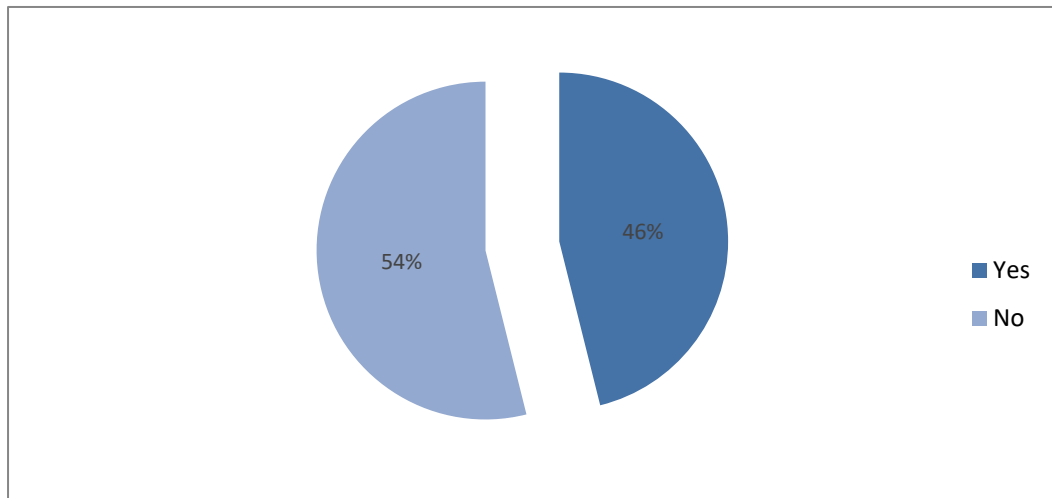
It is suggested that some LEPs in the new combined authorities will be integrated into them; others may stand alone.

Some 46% of BIDs are involved in their LEP and are making sensible use of LEP and the growth hub network either for themselves or their levy payers; they will be affected by any changes to LEPs.

¹⁶ <https://www.lepnetwork.net/>

¹⁷ <https://www.lepnetwork.net/media/s1uo2qe3/lep-budget-sept-22.pdf>

Figure 19: BID engagement with LEPs



Destination Management Organisations

Destination Management Organisations (DMOs)¹⁸ still play a key role in developing tourism locally; destinations are the places that people want to visit and experience; they are the heart and soul of the visitor economy and because they are diverse, they don't always fit neatly into county (or national) borders or within public sector administrative boundaries. They may cover a single destination, e.g. Oxford, or a number of smaller destinations with a strong identity caused by its natural geography or landscape, well-known in its own right, e.g. the Cotswolds.

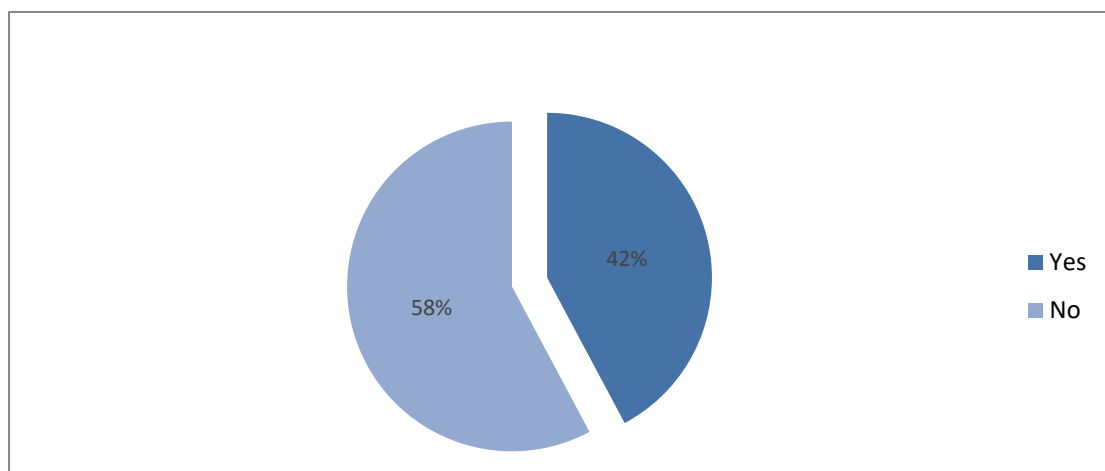
Many BIDs are closely involved with their Destination Management Organisation, others less so; others actually manage or are managed by the local DMO. This year 43% of BIDs were involved with their local DMO in one form or another and expect to see growth in this activity; although the percentage involved has reduced [46.15%] since last year. Others were surprised that a DMO had not yet evolved in their area and would be looking to stimulate interest, others found them less than helpful.

The de Bois review of Destination Management Organisations in England, commissioned by DCMS has been published¹⁹. The review examined and assessed how Destination Management Organisations (DMOs) across England are funded and structured, and how they perform their roles, in order to establish whether there may be a more efficient and effective model for supporting English tourism at the regional level, and if so what that model may be.

¹⁸ <https://www.visitbritain.org/destination-management-organisations-england>

¹⁹ <https://www.visitbritain.org/de-bois-review-independent-review-destination-management-organisations-england-published>

Table 44: DMO involvement



Service and professional sector support from BIDs

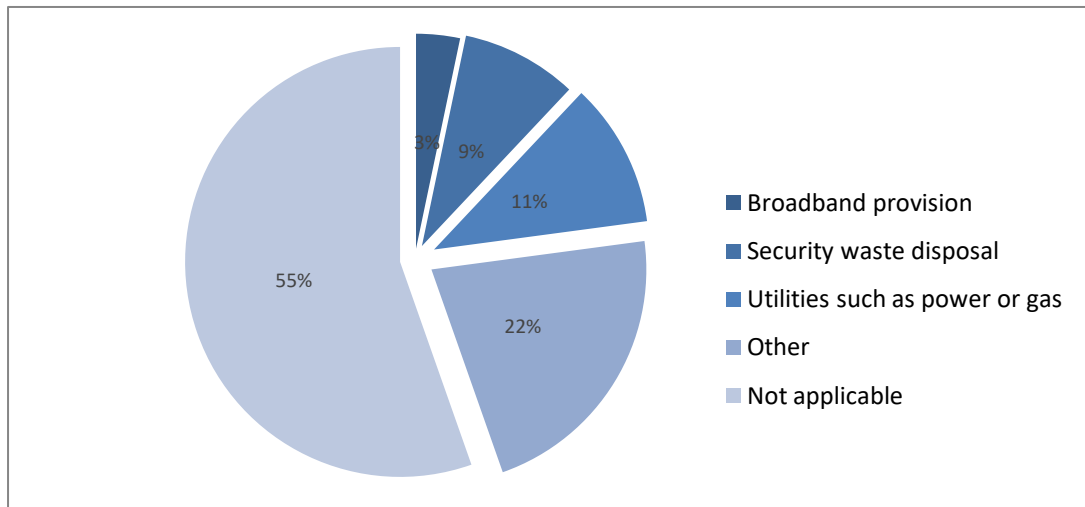
A new question that was suggested by a number of BIDs for previous surveys, and has continued this year, was the level of specific support by BIDs for non-retail activity. It is evident that many BIDs are starting to focus on their service industries as it becomes clearer how vital they are to the health of the high street.

Work from the BID for Cities has shown how “the fortunes of the High Street are dependent on the fortunes of the wider BID in which they are based. The debate must be about jobs and city BIDs, not just about shops and High Streets”. They suggest that more than one third of jobs are in knowledge intensive service activities, such as finance, law and marketing and many of the highest skilled and best paid industries – which have been critical sources of jobs growth in recent years - prefer to locate in city BIDs²⁰.

The responses to the survey suggest that BIDs are still evolving in their thinking on support for professional services, with 55% [58% in 2021] of the respondents not feeling it was relevant. Nonetheless, there were examples of BIDs providing support for their service and professional sector levy paying members, in the areas of utilities cost reduction – waste, power, recycling - and in the areas of free wireless, Wi-Fi support and broadband provision. There has also been a growth in office and administration area BIDs in the last year or so.

²⁰ BID for Cities. <https://www.BIDforcities.org/high-streets/>

Figure 20: Professional Services support

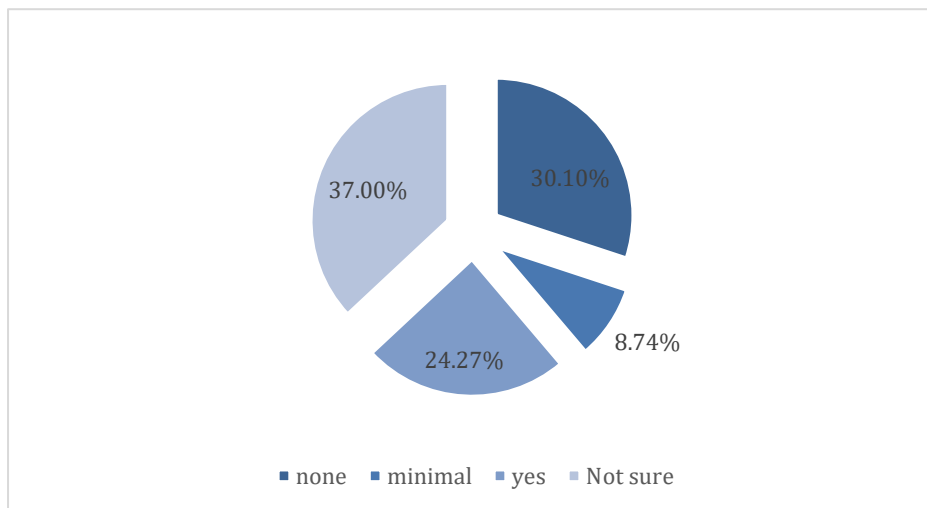


Permitted Development Rights

The recent changes to the planning system to allow change of use from offices (B1(a)) to residential use (C3), and the new Class E²¹, which more broadly covers uses previously defined in the revoked Classes A1/2/3, B1, D1(a-b) and ‘indoor sport’ from D2(e), has not been helpful in some instances, effectively reducing the ability of the local planning authority and stakeholders to curate the town BID they need and want. In other instances, it has allowed residents to move back into town and city BIDs.

24% of BIDs are very concerned over the impact of these increasingly relaxed development rights, whilst 63% are currently unconcerned or positive about them.

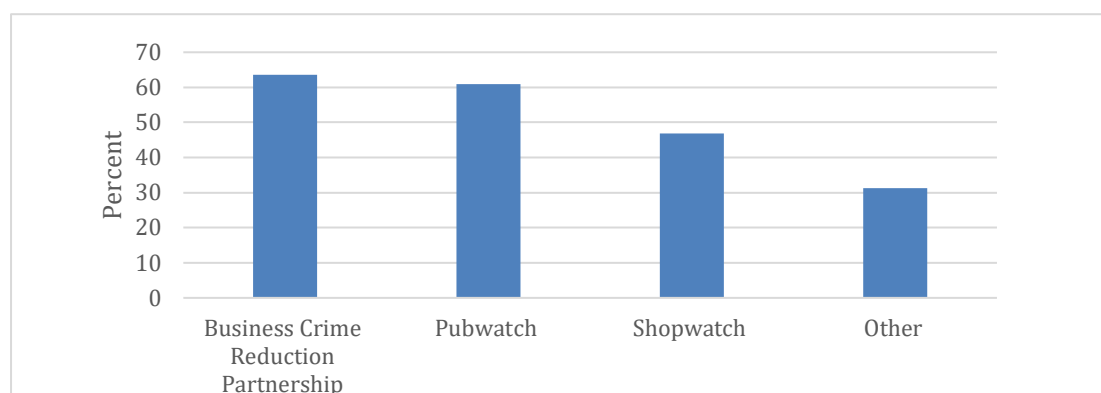
Table 45: BIDs views on proposed new permitted development rights



²¹ https://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use

Business Crime Reduction Partnerships

Most BIDs (63.6%) are involved in their Business Crime Reduction Partnerships, Pub and Shop Watch and other local policing projects.



The types of involvement vary but the majority of support is around Pub and Shop watch, rangers and wardens, street pastors, policing and PCSOs, radios, cameras and software packages etc.

Many BIDs are also involved in wider projects around taxi marshals, Betfair support, Best Bar None awards etc.

Town funding

English government funding and support for the high street

The story of the English government funding for developing town BIDs and the high street remains complex and contested^{22,23}, with originally three separate funding streams: Towns Fund²⁴, Future High Streets Fund²⁵ and then the Heritage Action Zone²⁶; these were worth in total some £3.6 billion, and some overlap in terminology and money²⁷. This was then augmented by another £50m of EU funding to respond to Covid-19.

This is a vital new and very large source of innovation and growth in our high streets and following the latest government announcement²⁸ the time seems right to try and produce a clearer picture²⁹.

The Scottish, Irish and Welsh administrations are dealing with these matters differently, and for Scotland particularly the Scotland Improvement Districts³⁰ is providing data.

²² Soutl, Graham. <https://www.cannyinsights.com/2020/01/08/explainer-high-streets-task-force-versus-future-high-streets-fund-and-towns-fund/>

²³ <https://www.instituteforgovernment.org.uk/explainers/towns-fund>

²⁴ <https://www.gov.uk/government/publications/towns-fund-further-guidance>

²⁵ <https://www.gov.uk/government/news/1-billion-future-high-streets-fund-expanded-to-50-more-areas>

²⁶ <https://www.gov.uk/government/news/95-million-to-revive-historic-high-streets>

²⁷ <https://www.channel4.com/news/factcheck/factcheck-johnson-on-new-3-6bn-towns-fund>

²⁸ <https://www.gov.uk/government/publications/towns-fund-further-guidance>

²⁹ <https://researchbriefings.files.parliament.uk/documents/CDP-2020-0176/CDP-2020-0176.pdf>

³⁰ <https://improvementdistricts.scot/resources-and-materials/>

The database that BB is developing for these projects suggests that there are potentially around 283 projects, with 221 high streets, town, or city BIDs involved in one or other of the funding streams, and thus far, 102 of the projects have some BID involvement.

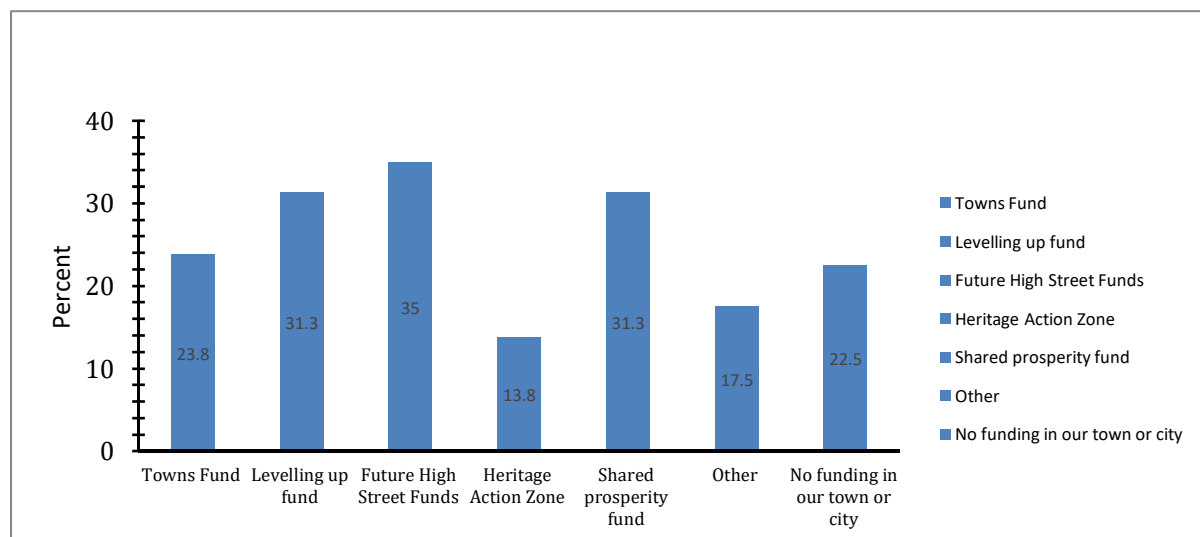
We will continue to monitor as best we can the outcomes of these projects, as they clearly will be the key drivers of many of our town and city BIDs in the future.

Table 46: English town funding projects

Regions	Project approved or given support
East Midlands	23
East of England	30
Greater London	7
North East England	5
North West England	40
South East England	17
South West England	35
West Midlands	35
Yorkshire and the Humber	29
Total	221

The survey data suggest that some 80% of all BIDs are engaged in one or other of these project lines, with some involved in several, although 30% are not expecting to receive any funding

Figure 21: Central government Funding



Some protocols

This National survey is both an audit or census, which involves analysing as far as possible the totality of existing data, and at the same time a service evaluation, undertaken to benefit those who use and manage BIDs. It is designed and conducted solely to define or measure current BID services across the British Isles. Our participants are entirely BID staff, the data are aggregated and anonymous, it is not possible to identify individuals from any resulting report and use of the data will not cause substantial damage and distress. All data are either provided by each BID through the on-line questionnaire, or through a phone call to the BID, or by way of publicly available validated sources from each BID by way of their business plans or websites. The final report is anonymised as to individuals, although individual BID companies may be identifiable.

Acknowledgements

I thank all my British BIDs colleagues, particularly Maria Chapman-Beer, and Mel Richardson for their time on the data collection for this annual review, and of course I thank the 103 BIDs that responded to the survey and those BIDs that kindly responded to the phone calls checking data.



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