

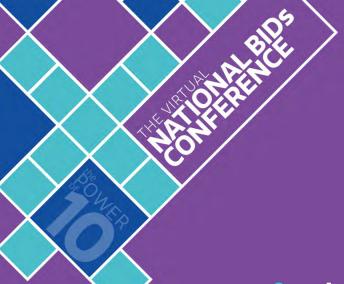




- Nottingham BID was formed in 2012 following the merger of the city's retail and leisure BIDs
- It currently has approximately 860 levy payers
- Annual income of approximately £1,250,000
- Nottingham BID's ballot finished on the 15th October







- Achieved a turnout of 46%
- 92% voted in favour by number
- 89% voted in favour by rateable value



A RIFERENCE

1. EMPHASISE COVID-19 AND RECOVERY

- The key theme running through the business plan and communications was the context of COVID-19 and the BID's role in the city's recovery
- Position the BID as key to the long-term recovery of the town / city
- Include details of the BID's response to COVID-19









2. ASSESS THE CLIMATE

- Many town and city centres will be irreversibly changed as a result of COVID 19. Accurate data and intelligence gathering is necessary to adapt
- Combined 3 pieces of research to assess the following:
- What is the current state of the town / city?
- What are the business needs both immediately and longer term?
- What is the public perception of the town / city and how are consumer trends changing?





3. CONSIDER THE TIMING OF THE BALLOT

- Despite a 3-month extension granted by the government, Nottingham BID continued with an October timeline.
- Consider the following:
- The number of other ballots taking place
- The timing of levy bills
- The timing of holidays such as half term and Christmas
- The expected climate for businesses



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4. REVIEW THE LEVY RULES

- Review the levy rules in the context of COVID-19
- Area was increased to include the train station area and the area around Nottingham Castle
- Threshold was increased from £25 000 to £35 000
- Levy rate reverted back to original amount at the start of the previous term at 1.25%







5. ADAPT PROJECTS AND SERVICES TO THE NEW NORMAL

- Businesses still wanted existing projects, updated and improved to fit with the new normal
- Promoted City emphasised experiential, outdoor events and marketing and promotion
- Managed City a safe and welcoming environment became essential following lockdown to reassure people to return
- Working City wellness in the workplace has become more important than ever throughout COVID-19
- Independent City independents play a key role in Nottingham's economy and supporting them through these difficult times is vital





6. INCLUDE A LONGER-TERM VIEW

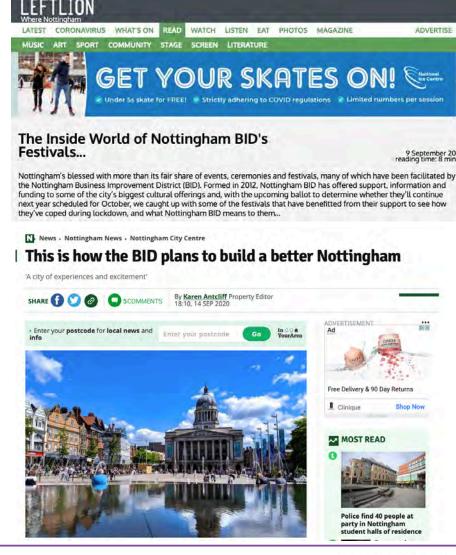
- The long-term recovery of the city following COVID-19 will take time, so a longer-term view beyond the BID term is required
- Emphasise the opportunities that may come out of COVID-19
- Nottingham BID chose to carry over reserves to put towards 'Transformation Projects', that aim to leave a legacy far beyond the 5 years
- These cover large scale projects to partner on with other organisations:
- Improvement of key arrival points into the city
- Better use of urban spaces
- Creating spaces and moments around the city
- Review of planning on key streets



Pha BID sup

7. CREATE A COMMUNICATIONS PLAN

- Phase 1 initially focused on the BID's role in the city reopening and support offered throughout COVID-19
- Phase 2 showcased key success stories and highlights from the BID term
- Phase 3 showcased the business plan and tailored messaging to ensure relevant for individual sectors
- Phase 4 announcement of the ballot opening and instructions on how to vote and why you should vote







8. PREPARE AS EARLY AS YOU CAN

- An up-to-date database with contact details is vital, especially with many working from home
- COVID-19 has led to a high turnover of staff so the database should be continually updated up to and throughout the ballot
- Build relationships with voters as early as you can and maintain up to and throughout the ballot
- Assess and record the expected voter intentions of all businesses following lockdown assume all businesses are a no vote until you've had a conversation with them
- Keep in touch with businesses continually, as their situations can change quickly in the current climate





9. CONSIDERATIONS FOR DURING THE BALLOT

- Going through a ballot during COVID-19 creates some unique issues to consider:
- Consider splitting your team in 2 so if a COVID-19 outbreak occurs there is a backup team
- Factor in longer timings for everything
- Use a courier if you can the postal service is slower and less reliable during COVID-19
- Agree the process for replacement ballot papers as early as you can replacements were vital for those that switched to home working during the ballot
- Prepare for staff being unavailable due to self-isolation or COVID-19
- Remain flexible and quick to adapt to new situations





10. STRATEGY FOR THE BALLOT

- The office sector returning to home working and the increase in vacant units meant a lower prediction for turnout
- Focused only on the yes votes, rather than trying to convert any unknown or no votes to increase turnout
- Be relentless in chasing businesses until the vote arrives







SUMMARY

- Emphasise COVID-19 and recovery
- Assess the climate
- Consider the timing of the ballot
- Review the levy rules
- Adapt projects and services to the new normal
- Include a longer-term view
- Create a communications plan
- Prepare as early as you can
- Considerations for during the ballot
- Strategy for the ballot



