

NBS 2013

Nationwide
BID
Business Improvement Districts
SURVEY 2013

FOREWORD



The importance of our town and city centres cannot be over-emphasised, for too long their existence has been taken for granted. The assumption has been prevalent 'they will always be there', and will continue to 'look after themselves'. Economic regeneration, investment, and planning has all too often been focused 'elsewhere', on out of centre locations. However, high streets and town centres form the heart of our communities, they are what many towns and cities are defined as, and are focal points for local populations. Take them away and we are left with little more than an 'urban sprawl'. Changing consumer behaviour, and technological advancement means their role is evolving at a fast pace, but their importance is not diminishing.

Sustainable partnerships overseeing and delivering this change are central to any effective response to town centre vitality and viability but not at the cost of a 'blind dash for numbers'. It is BID quality at an affordable price that business is prepared to support. The future growth in BID numbers will be dependent on exceptional partnerships, with clear and measurable deliveries, working closely with those who pay – the business community – at both corporate (where the cost normally sits) and at local level.

Influencing both the 'cost of operating' and the 'attractiveness to invest' will be central to partnerships' future success. Poorly considered BIDs seeking to deliver little more than existing services, with levy rates above those generally accepted by the industry will (as they should) increasingly struggle to gain business support.

The Nationwide BID Survey is a vital resource analysing the growth and development of BIDs across the UK and Ireland, and is welcomed by policy makers, the business community and the BID movement more generally. It's a great piece of work!

Andy Godfrey, Public Policy Manager, Boots the Chemist

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THANK YOU

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

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EXECUTIVE SUMMARY



The seventh annual Nationwide BID Survey continues to deliver unique benchmarking data for the industry and this year adds even more through a multitude of inspirational Proud Project case studies. The response rate remains exceedingly high, with 122 BIDs responding out of a total of 150 at the time of the survey (1st April 2013), 85% of all town centre type BIDs and 60% of all industrial BIDs.

Over the past year, the structural change on the high street has accentuated and overall vacancy across Britain's 650 largest town centres monitored by the Local Data Company stood at 12.5% at the mid-point of 2013. Shop vacancy, stripping out leisure uses, stands slightly higher at 14.2%. This compares with Retail Park vacancy at 9.6% and Shopping Centre vacancy at 16.1% at the half year. Interestingly, when a size criterion is applied to the centres, small centres saw an overall vacancy rate of just over 9%, compared with medium-sized centres at nearly 12% and large centres at 13.5%. Across Britain the total number of openings and closures in the first half of this year, according to the Local Data Company, was more than double than that of town centres alone at 48,693, showing that significant structural changes to our retail locations are happening everywhere. This is reflected by a net decline of over 1,000 comparison shops, yet growth of 545 convenience outlets, which is mirrored within the service and leisure sectors. Independents saw significantly more openings than closures in the first half of the year with a positive balance of 879 stores. Multiples, on the other hand, saw the number of units slide by 326 over the same period.

According to Matthew Hopkinson, Director of the Local Data Company, there is some optimism ahead, 'The change in the structure of the High Street – more leisure, less shopping - is a long-term response to high vacancy rates and will continue for the foreseeable future. The retrenchment of multiple retailers into a more profitable core number of stores will also continue which may prove to be bad news for more secondary centres. Generally, however, the latest data reflects an increase in optimism, particularly amongst independent retailers, that the worst may be over'.

So with such change and churn on our high streets, management is more important than ever before. In terms of policy responses, the role and profile of BIDs has been heightened this year through a variety of measures including: the Government launching its BID Loan Fund to support the development of new BIDs over the next five years to be run by British BIDs; the Greater London Authority committing further support for BIDs across London; Minister Brandon Lewis assisting in the launch of the new British BIDs Academy, the first academic-accredited Masters level course for BID practitioners; and the Government moving closer to the formalisation of Property Owner BIDs following the formal consultation over the Summer.

The growth rate of BIDs continues to rise and the ballot success rate remains high at 84% overall, and 91% for renewal ballots demonstrating that this is a tool that the business community is seeing real value from. The scale and reach of BIDs is now significant with close to 70,000 businesses paying levies across the country and a total investment in BID areas of almost £100 million annually.

BIDs are about proactive, professional and innovative place management and the case studies within this report demonstrate this admirably.

As we look forward to 2014, it will mark the 10th year of BIDs in the UK. Much has been achieved in scale, breadth and quality in under a decade but there is still much more to come.

1. Proving value through measuring impact is paramount to ensuring satisfied businesses and therefore successful renewals.
2. Stakeholder engagement remains critical ensuring the BID is genuinely delivering for the needs of the levy payers
3. As the BID model becomes increasingly popular for smaller locations, the prospect of multi-centre management will be key to achieving economies of scale thereby lowering the unit cost of management and overheads whilst increasing the quality of delivery.
4. With the ongoing squeeze on public finances, the line between statutory and BID services is likely to be fainter. It is critical that BIDs continue to deliver added value focused on their levy payers as their core business. Where the opportunity arises, and the funding follows, transfer of public services to the BID may prove beneficial.
5. With five BIDs now into their third term, there is inevitably an interest in the scope for longer than five year terms. For mature BIDs this is a debate worth starting but with the caveat that additional safeguards such as a turnout threshold may be required.



Dr Julie Grail, Chief Executive, British BIDs

1. BID SAMPLE

The 2013 survey covers the period 1st April 2012 to 31st March 2013 where the full financial year information is applicable. For the purposes of total figures the fixed point of 1st April 2013 has been used and at that point there were 150 BIDs across the UK and Ireland – 130 of which are town centre BIDs and 20 which are industrial. Responses were received from 122 (81%) out of the total 150 BIDs. This breaks down to a response rate of 110 (85%) out of 130 BIDs for the main sample excluding industrials, and a response rate of 12 (60%) out of 20 for industrial BIDs. There were a total of 54 BIDs that submitted a Proud Project for the Proud Project Awards and these are reflected in the case study section.

For the purposes of the data analysis and presentation, industrial BIDs have been excluded from the data analysis and are presented separately in Section 7 of this report.

2. BID BASICS

BID GROWTH RATE

The growth rate of BIDs (based on calendar year) has been rising rapidly since their inception in 2005. The calendar year 2011 saw 15 new BIDs; 2012 saw 32 new BIDs, of which none were industrial; and the year 2013 to date (1st Jan to 30th Sept 2013) has seen 16 new BIDs, of which 2 were industrial. This demonstrates the continued popularity of the BID model and its perceived success in stimulating town centre revitalisation.

BID LEVY RATES

The BID levy rate is the multiplier by which the levy amount chargeable is achieved. The Industry Criteria & Guidance (published annually by British BIDs on behalf of the British Retail Consortium, Inter Bank Rating Forum and Federation of Small Businesses) states that up to 1% is the expected norm for larger sites, with some allowances made for up to 2% in smaller locations.

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 109.

Base Levy Rate	Number of BIDs
< 1%	2
1%	45
>1% to <1.5%	13
1.5%	23
>1.5% to <2%	3
2%	10
4%	1
Banded	8
Variable	4
Total	109

The highest concentration of BIDs remains on the 1% levy rate with 45 BIDs (41%), but 1.5% is gaining in popularity due to the higher incidence of BIDs in smaller locations with 23 BIDs (21%) and only 10 BIDs (9%) on a 2% levy rate.

There are some BIDs that charge 'variable rates', i.e. those that charge either a differential levy rate such as Beeston (2% or 2.5% depending on RV) or Birmingham Broad Street (0.5%, 1% or 2% depending on proximity to centre); or those that charge a levy rate or a flat fee below a certain threshold such as Brighton (1% or £400 whichever is greater) or Melton Mowbray (1.5% or £100 under a specified threshold agreed locally).

There is also an increasing number that charge using a banded system. This is particularly prevalent in Scotland with 6 of the 8 banded BIDs being Scottish, and the two English BIDs being Hinckley and Rugby.

Two BIDs have a levy rate below 1% and inevitably these are in locations with high rateable values (Hammersmith 0.8% and Inmidtown 0.9%) both of which are second term BIDs that reduced their levy rate at renewal. There is one BID that has a levy rate above 2%, notably Dublin at 4%, but Irish legislation operates differently whereby the annual budget is set and then is worked backwards to create the multiplier.

It is possible from an analysis of the base levy rate against the actual levy rate to calculate which BIDs have been imposing an inflation factor within their current term. Of the 109 sample, there appear to be 26 that have applied inflation to their base levy rate, which shows that the majority of BID management teams continue to be cautious of the impact that this can have on BID businesses in light of the slow economic recovery.

BID HEREDITAMENTS

The number of hereditaments represents the number of actual business levy payers/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 four BIDs above 1,000 (Ireland Dublin 2,465; Ireland Dundalk 1,400; Newcastle 1,383; Hull 1,187) and ten BIDs with 200 or below (London Vauxhall 200; St Austell 192; Birmingham Acocks Green 189; Scotland South Queensferry; Great Yarmouth 183; Scotland Alloa 180; Scotland Lerwick 170; London Baker Street 170; Scotland Clarkston 132; and London New Addington 66). This once again shows that there is no one size fits all number of businesses in a BID area as it must reflect the local circumstances and extent of the problems or challenges faced.

The total number of hereditaments across all BIDs (excl industrial) is 64,150, again showing strong commitment from UK and Ireland businesses to the BID model.

BID TERM

BID legislation allows a maximum term of five years. Of the total BID industry only one BID has a term of less than five years, which is Wellingborough with a three year term.

BID THRESHOLDS

A BID 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 whilst also 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 £50/unit will gain no net income from hereditaments below £5,000 rateable value as the levy payable will be £50 annually and therefore would be advised to set a minimum £5,000 threshold

From the sample of 110 BIDs, the thresholds range from Nil (24 BIDs) to £100,000 + (6 BIDs - £100,000 London Leicester Square to Piccadilly Circus; London Fitzrovia & London Victoria BID; £150,000 London Baker Street & London Piccadilly & St James; £250,000 London New West End Company).

BID LEVY DISCOUNTS: CHARITIES

Many BIDs opt to give charities a discount on their levy. Of the 110 responses, 54 (49%) provide no discounts for charities. Of the remainder, 12 give a 100% discount to all; 12 give a 100% discount except for retail/trading charities; 21 give 80% discount; 8 give 50% discount; and 3 give a different discount (Brighton & London Baker Street give 95% discount; and Winchester give 100% standard discount but 25% on trading charities).

BID LEVY DISCOUNTS: SHOPPING CENTRES

Of the relevant sample of 61 BIDs who have a shopping centre in their area, 34 (56%) appear to give no discount to tenants in a shopping centre.

Shopping Centre Discount	Number of BIDs
Nil	34
25%	7
30% to 35%	4
50%	11
Other	5

Of the locations that do provide a discount, five have been classified as 'other' as they fall outside the standard bands given in the above table (Wales Swansea 10%; Winchester 16%; Manchester 20%; Swindon 25% for inside facing tenants only; Scotland Inverness between 30% and 40% dependent on location).

3. 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 129 (of which some were sourced online due to non-response in the survey), the total BID levy income chargeable across the UK as at the survey date of 1st April 2013 is £51,847,486.

The smallest annual levy income is £22,400 from London New Addington and there are a total of fifteen BIDs with an annual levy income of £100,000 or below (£55,000 Babbacombe; £60,000 Scotland Bathgate; £66,500 Tavistock; £67,000 London Leytonstone; £76,000 Scotland Lerwick; £77,000 Scotland Kirkwall; £85,000 Scotland Clarkston; £89,500 Scotland South Queensferry; £95,000 Penrith; £95,000 Wimborne; £98,000 Falmouth; £98,530 Scotland Oban; £100,000 Scotland Oban and St Austell).

The largest annual levy income is £2,814,000 from London New West End Company and there are a total of seven BIDs above £1m (£2,185,000 London Inmidtown; £1,950,000 Newcastle; £1,214,102 London Victoria; £1,168,500 Liverpool City; £1,118,000 London Bankside; £1,005,000 London Croydon). In addition, when the two BID incomes are combined from London Leicester Square to Piccadilly Circus and London Piccadilly & St James into one aggregate figure, under the management of Heart of London, this equates to £1,548,000.

Annual Levy Income Range	Number of BIDs
>£1million	7
<£1m - >£700,000	14
<£700,000 - >£400,000	23
<£400,000 - >£200,000	40
<£200,000 - > £100,000	30
<£100,000	15

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 (i.e. funds received directly into the BID account); indirect additional income (i.e. funds contributed to the area as a result of the BID but not received directly into the BID account); and matched funding (i.e. funds contributed towards the funding of BID services but not received directly into the BID account).

The level of direct additional income compared to actual levy income shows only three BIDs achieving a leverage ratio of more than 1:1 (Lincoln 1:2.02; Dunfermline 1:1.35; and Scotland Kirkcaldy 1:1.03). In Lincoln's case there are ten sources of funding amounting to a total of £724,548 with commercial activity, a European grant and a City Council contribution accounting for 30% of this additional income. For Dunfermline, there appears to be only two sources of funding (the Council and EventScotland) and it amounts to £197,778. And finally Kirkcaldy has £122,000 all of which is coming from the Council.

However, when indirect additional income is taken into account these figures increase demonstrating that BIDs are acting as a catalyst within an area despite the fact the funds do not necessarily come through the BID bank account. Many BIDs claim to have acted as catalyst to a variety of significant public realm and transport investments. However, it remains difficult to identify if the indirect income is directly attributable to the actions of the BID. Some examples do demonstrate a significant level of activity and influence from the BID such as – Newcastle's £20 million Central Gateway project; London Leicester Square to Piccadilly Circus (managed by the Heart of London) £13 million investment in Leicester Square; Camden Town Unlimited's £3m investment from the Mayor's Regeneration Fund over a 25 month period to support projects including business hubs, pop-up units and the fellowship programme within their Collective programme; London New West End's £2 million investment programmes in East Oxford Street and South Molton Street; and Liverpool's £1,200,000 investment in a City Centre 'Cop Shop'.

In terms of total figures, from the data received it is possible to calculate the total combined investment in BIDs, which amounts to £96,390,297. However from the sample there are 16 BIDs who claimed no direct additional income and 61 BIDs who cited no indirect additional income. It is presumed that at least some of those 61 do in fact have income within that category but for whatever reason chose not to reference it within the survey.

Direct Additional Income	£5,260,533
Indirect Additional Income	£38,929,760
Match Funding	£353,500
Total Additional Income	£44,542,793
Total BID Levy Income	£51,847,486
Total Investment in BIDs	£96,390,279

4. 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, i.e. 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 102 BIDs and of those, 39 (38%) appear to have no collection charge made to them by their local authority. Of the remaining 63, 10 have a unit cost in excess of £60/hereditament, and 36 (including the 10 previously stated) have a unit cost in excess of the Industry Criteria acceptable level of £35/unit. Four of the five highest collection charges are in Westminster City Council area and one is in the London Borough of Lambeth, as follows – London Victoria £112/unit; London Vauxhall (Lambeth) £99/unit; London Piccadilly & St James £91/unit; London New West End £90/unit; and London Leicester Square to Piccadilly Circus £90/unit.

When the charge is calculated as a percentage of BID levy income, 36 BIDs are above the Industry Criteria guidance of 3% with three BIDs at 7% or above (Derby St Peters 7.06%; Loughborough 8.44% and Melton Mowbray 9.73%).

From a regional perspective, it is interesting to note that all of the top 10 highest unit costs are in London (all £60/unit or above) and only three London BIDs quote no collection charge. All Birmingham BIDs that responded to this survey (six locations) have no collection charge and of the ten responding Scottish BIDs, seven of them have no collection charge.

5. 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 2013, a total of 272 ballots had taken place across the UK and Ireland, of which 84% were successful 'yes' votes.

In terms of ballot results, the ballot holder is legally required to report on turnout (i.e. the % of businesses that voted); the majority in number of those voting; and the majority in Rateable Value of those voting. The averages for all BID ballots divided by first ballot, first renewal and second renewal are shown in the tables below.

	1st term	2nd term	3rd terms
Turnout	45%	49%	53%
Number	66%	70%	85%
RV	67%	74%	89%

There is clearly a pattern of improvement at ballot from first term, to second and then into third. In particular, most of the five third term ballots to date demonstrate this on majorities although turnouts are not so strong - Heart of London 75% turnout, 92% by number and 93% by RV; New West End Company 47% turnout, 85% by number and 89% by RV; Paddington 51% turnout, 83% by number and 85% by RV; Coventry 41% turnout, 83% by number and 92% by RV; and Liverpool City Centre 43% turnout, 68% by number and 69% by RV.

On the flip side, it is an interesting fact that despite the success rate at ballot appearing high as a percentage figure, there have been 28 town centres across the country to 1st April 2013 that failed at first ballot and of those only two have since successfully run and won a re-ballot and created a BID.

6. 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 categorised as full time; part time; and consultant.

From the survey data of 99 BIDs, the total staff employed amounts to 507 spread across full time, part time and consultants. There was no BID in the survey that operates without some paid staff resource. There are 16 BIDs that operate with just one staff member – in 7 cases this post is full time; in 6 cases it is part time; and in 3 cases it is a consultant. Half of the survey sample, 49 BIDs operate with 3 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 five 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.

Total Staff Numbers	
Heart of London*	23
Lincoln	22
Ireland Dublin	21
Rugby	19
London Bankside	15

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

Of the 99 BIDs that responded, 80 have at least 1 full time member of staff leaving 19 that employ no full time members of staff (but as above in these cases they have either part time and/or consultants). There are 38 BIDs that employ 3 or more full time staff with the top five employing 10 or more.

Full Time Staff	
Heart of London	21
Ireland Dublin	21
Rugby	17
London Kingston	12
Lincoln	10

Of the 99 responses, 38 employ no part time staff and from the numbers employing part time, 33 have 1 part time staff member; 15 have 2 part time; and the remainder have 3 or above. The top three employ 6 or more with Scotland Oban employing 6 part time; Stratford upon Avon employing 8 part time; and Lincoln employing 12 part time.

From a consultant perspective, 59 of the 99 BIDs claim to have employed no consultants during the survey period. A total of 23 BIDs claim to have used 1 consultant and the remainder (17) have used 2 or more consultants.

BID BOARDS

From the 103 BIDs that responded, it is evident that there is a vast spread of BID Board composition with no typical size. Respondents were asked to provide details of the number of members on their Board differentiating between Directors (i.e. those with formal voting rights on the company) and Observers (i.e. those with no voting rights). The majority (64) fall between 10 and 16 Directors but there are 9 BIDs with 5 or less Directors and at the other end of the spectrum there are 8 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. 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
Derby Cathedral	5	1
London Hammersmith	5	6
London Orpington	5	3
Newbury	5	11
Hitchin	3	8
London Bayswater	3	10
Mansfield	3	10
Southend	3	14
Royston	2	16

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

Board Members	Directors	Observers
Birmingham Retail	22	0
London Kingston	22	2
Heart of London	22	2
Loughborough	21	7
Huntingdon	20	3
London Croydon	20	3
Nottingham	20	3
Rugby	20	4

Once the Directors and Observers have been added together to show total numbers on BID Boards there is still a vast range from 6 members in Derby Cathedral to 28 in Bedford and Loughborough. There are 18 BID Boards that have 20 or more members; 71 between 11 and 19 members; and 15 with 10 members or less.

PROPERTY OWNERS

Of the 103 BIDs responding to this element of the survey, 75 have property owners involved in their boards (69 as Directors and Observers; and 6 as Observers only). 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. In terms of regional spread, there appears to be no real pattern given that 5 of 14 Scottish BIDs responding had no property ownership representation; 5 of the 19 London BIDs responding had no property owners; whilst 1 of the 6 Birmingham BIDs had no property owners on their Board.

Having said that, the top ten locations with highest numbers of property owner involvement with the exception of Weston, come only from Scotland, London and Birmingham.

Property Owners	Directors	Observers
Scotland Kirkwall	12	0
London Baker Street (separate PO Board)	28	0
London Paddington	7	0
Scotland Lerwick	7	0
Scotland Oban	7	0
Weston	7	0
London New West End	6	0
Scotland Alloa	6	0
Birmingham Broad Street	5	0
Heart of London	5	0

From the data provided, there are 190 property owner representatives on BID Boards around the country, which accounts for approximately 12% of all Board representation.

TOWN TEAMS

The concept of a 'Town Team' was first introduced as part of the Portas Review in 2011 and was later rolled out with financial incentives to create and develop partnerships in their locations. For the first year, the survey has investigated the incidence of Town Teams where BIDs exist together with the nature of the relationship between the two where they co-exist. Of the 88 locations that responded to this question (all Scottish, Irish and Welsh BIDs were excluded due to the English nature of this policy), 33 (37%) do have a Town Team within or immediately neighbouring their BID location. Of those, almost half (15) claimed to be leading the Town Team or indeed the BID and the Town Team to be one and the same organisation. Of the remainder, 16 claimed to be working in partnership with the Town Team and 2 gave no details of the relationship.

When the regional spread is interrogated, it is interesting to note that only 3 (London Waterloo is one of the 27 Portas Pilots; London Croydon has one of the Portas Pilots neighbouring their BID; and London Sutton) of the 24 London BIDs report a Town Team in their location and 3 of the 6 Birmingham locations that responded on this question.

7. INDUSTRIAL BIDs

GROWTH RATE OF INDUSTRIAL BIDs

Despite the strong growth of industrial BIDs in the early years, the number of industrial BIDs appears to be reducing and the growth rate slowing. During the 2013 survey year, five industrial BIDs were lost – Altham, Bolton, Canterbury and Hams Hall all failed at renewal ballot; whilst Southern Cross decided not to proceed to renewal after the first term. This leaves the current cohort of industrial BIDs at just 20 as at 1st April 2013. There were no new industrial BIDs established during the survey year.

TERM OF INDUSTRIAL BIDs

All industrial BIDs have a term of five years.

LEVY RATE OF INDUSTRIAL BIDs

Levy rates for industrial BIDs are generally higher than for town centre BIDs and there are more BIDs with a variable rate, usually on a banded system. Within the sample of 12 industrial BIDs, there are 3 of the 12 operate with a banded system (Blackburn; London Garratt Park; and Winsford). In terms of levy rates they range from 1% to 4% (Albion is the highest on 4%).

HEREDITAMENTS OF INDUSTRIAL BIDs

The total number of hereditaments across the sample of 12 industrial BIDs is 2,467. The smallest number is 75 in London Kimpton and the largest is 320 in Longhill & Sandgate.

LEVY INCOME OF INDUSTRIAL BIDs

From the sample size of 12 industrial BIDs the total annual levy income is £1,746,920. The smallest levy income being £45,000 in Longhill & Sandgate and the largest being £372,000 in Brackmills.

ADDITIONAL INCOME OF INDUSTRIAL BIDs

Of the sample of 12 BIDs that responded, only five received additional income beyond the BID levy. The total additional income across all those five amounts to £76,000, of which the only relatively large contribution is from Scotland Clacksfirst with £50,000 (£30,000 from Zero Waste Scotland and £20,000 from the Local Authority).

LEVY COLLECTION CHARGE OF INDUSTRIAL BIDs

There is a wide variation of the collection charges across industrial BIDs. From the sample of 12, six pay no collection charge and the remainder range from £5/unit (Lancing) to a very high £83/unit (Albion).

ICE SKATE TRURO

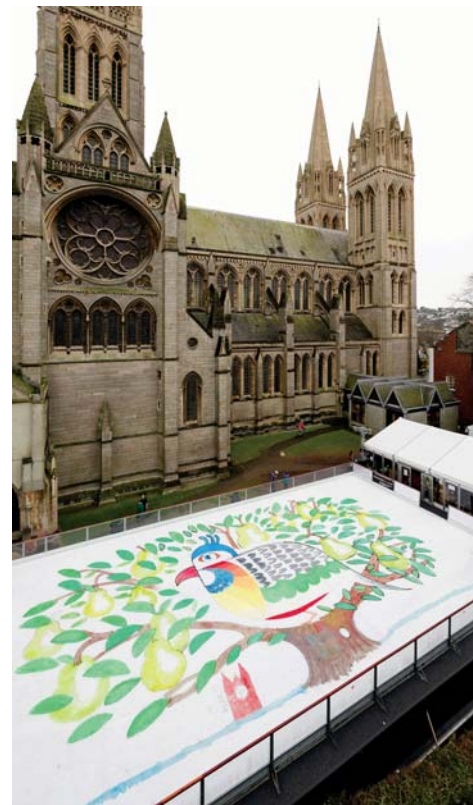
Delivered by
Totally Truro BID

The Project: The project was the provision of an outdoor ice skating rink with the Cathedral as the dramatic backdrop. It was delivered in partnership between Totally Truro BID and Truro Cathedral as a minimum three year annual scheme. It operated in its first year for eight weeks from mid November to early January. The dates were selected to coincide with the broader 'Christmas Truro Festival' which commenced the same day as the opening of the rink to the existing City of Lights Lantern procession. The closure date for the rink was planned to coincide with the end of the school holidays and was followed with a 'Meltdown' event which included a massive mural being painted on the ice before the actual meltdown was commenced.

The Output: In its first year, 16,128 sessions were sold which equates to 40% occupancy. The business plan anticipates an overall break-even position as a minimum by the end of the three year period taking into account increased ticket sales in future years, sponsorship and associated commercial opportunities.

"Like most other towns and cities, Christmas in Truro is a critical time of the year to both secure some trading profits and to showcase our city. Over the years the Truro BID has been instrumental in making Truro the number one destination in Cornwall at Christmas and one of the best locations in the south west with its spectacular lighting scheme, range of events and a broad marketing campaign. However, each year we need to continually build on this success and I was delighted to see the BID partnering with Truro Cathedral to bring an outdoor ice rink into the city. This was the ideal 'new big attraction' as it served to bring in new visitors to Truro and did not compete with the existing retail and leisure offers but really enhanced the overall Christmas offer in Truro. Well done Truro BID and I look forward to the rink being even more successful this year."

Simon Hendra, Director, Lemon Street Market and Hendra Healthcare



The Cost: Total cost was £102,000 with £25,000 contributed from the BID.



PRESTFEST

Delivered by
Preston BID



"It's happening – You need to get involved!"



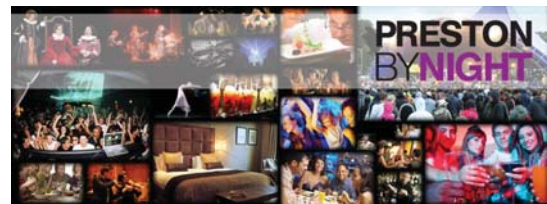
The Project: One of the first initiatives of a new night time partnership in Preston was a festival linking to Purple Flag status called 'Prestfest'. Taking place over the bank holiday weekend in May, it involved 65% of the night time venues and included a wide range of themed entertainment including guided tours of the city; purple themed variety acts; the Prestfest lollipop man; musicians; poets; choirs; and speciality acts from Cirque du Soleil. The festival was delivered with support and collaboration from Lancashire Constabulary, Preston City Council, the University of Lancashire and regional late night transport providers.

The Output: The event was considered to be a huge success by local businesses with 75% of participants reporting significant increases in footfall. Official footfall figures showed a week on week increase of 19% and a year on year increase of 31%.

'Prestfest was the best campaign I've seen celebrating the night time economy in any city I have worked in, and I've worked in many. The concept, co-ordination, execution and participation was incredible – it was a pleasure to be involved with and we genuinely can't wait until the next one'.

Anthony Mercer, General Manager of Reflex

The Cost: Delivered under budget of £15,000.



RUGBY RETAIL START-UP SCHEME

Delivered by Rugby First

The Project: This is an innovative proactive retail start-up scheme designed to reduce vacancy levels by attracting, supporting and helping new businesses to set up, establish, develop and promote their business in the crucial first few months of trading. An incentive package within the scheme ensures new businesses' first steps are pain free and well supported. The package includes a moving in grant of up to £5,000; negotiable rents; the first £1,000 of accountancy advice free; half price solicitor fees; a rent free period; extended free banking; free planning advice; and free business-start up support from the Chamber of Commerce. Alongside this empty units are window dressed, deep cleaned and marketed. Administered by Rugby First, the scheme is quick, effective and inexpensive.

The Output: The scheme has been welcomed by new businesses with fifteen new independent businesses established during the first year. Although not all of these were eligible for the grant various elements of the scheme package were utilised. All businesses who took up the scheme are still operating with several looking to expand. Such is the perceived success of the scheme, the local authority has added another £15,000 into the fund for the second year. The vacancy rate in Rugby is now currently running at 6% compared to the national average of 14%.

'The help and support provided by Rugby First has been invaluable. They provided information on town centre properties, the new business start-up grant, estate agents, solicitors and have also provided PR and marketing support. Suffice to say without Rugby First 'The Dress Shop' would not be opening'.

Dee Evans, Proprietor of The Dress Shop



Step Up New Entrepreneurs

We are seeking first time new business owners to take up the challenge!

If you have been thinking about starting a new business in Rugby Town Centre then now is the right time. We have negotiated deals with local landlords, solicitors and accountants to deliver this attractive proposition for you.

Afah Gaffar, Operations Director of Rugby First said 'We know there must be alot of people in Rugby that have great ideas for new businesses but that may not have the right opportunities or the access to advice and guidance to make it happen. We want to hear from anyone who has a fantastic idea but maybe isn't sure how to get started.'

So what's the deal?

If you choose any of the 7 units advertised you get:

- 3 months free rent,
- £3,000 moving in grant,
- Half price solicitors fees and your first £1,000 accountancy advice free.

If your dream is to start a new business in Rugby then we are here to make that dream come true. If anyone would like to discuss their ideas further, then please contact Afah Gaffar at Rugby First on 01788 569436 or e-mail afah@rugbyfirst.org

2 Market Place Rugby

6 Bank Street Rugby

8 Market Place Rugby

17 Market Place Rugby

36 High Street Rugby

23 Regent Street Rugby

20 Sheep Street Rugby

The Cost: Initial start-up fund of £25,000 was provided by the Council. Breakdown of costs so far have included Promotion (£5,000); Deep Cleaning of Vacant Units (£1,000); Window Dressing (£4,000); and Hanging Baskets & Tubs (£3,000).

LEAMINGTON'S LANTERN PARADE



Delivered by
BID Leamington

The Project: The Leamington Lantern Parade is about fostering community spirit and celebrating the town. Developing loyalty in the town centre was considered to be vitally important and it was felt that loyalty cannot just be about discounts as retailers find this de-values their brand over time. Leamington has a history of illumination in its DNA having been famous for the 'Lights of Leamington' Illuminations throughout the 1950s. The Parade is held on a Thursday night coinciding with the start of late night Christmas shopping, which has historically been poorly supported by both the public and retailers alike whilst the lantern-making workshops were held on a series of weekends leading up to the Parade date.

The Output: Eight retailer-led workshops over five weeks; around 2,000 participants in the Lantern Parade; and 3 minute slot on ITV Central News plus PR for 6 weeks.

'Kinderroom thoroughly enjoyed being part of the Lantern workshops and Parade. It was magical seeing the kids eyes light up as they created the most wonderful lanterns...we saw uplift in sales as a result.'

Bomme Stuber, Kinderroom



The Cost: Total cost of the project was £9,000 which included materials, running workshops, design, website, print, radio and press advertising. The cost to the BID was £7,200 after sponsorship and sales were taken into account.



MERGE FESTIVAL BANKSIDE

Delivered by
Better Bankside

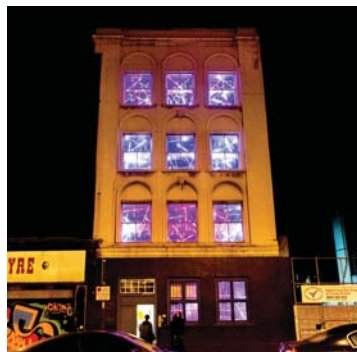


The Project: MERGE is an annual arts, music and performance festival. It creates experimental partnerships between artists and performers, placing them in unusual venues and situations that draw on Bankside's rich heritage, local identity and contemporary culture. Through a series of exhibitions, performances, events and happenings, MERGE brings art, music and theatre to the community and millions of visitors every year.

The Output: All events were fully booked and each exhibition saw thousands of visitors. Interactive opportunities were fully booked on the day they were released. Online and social media saw 20,000 video views of Youtube and 109,000 page views on the website. MERGE has been extensively featured in a broad and diverse range of high profile media valued in excess of £30,000 in 2012. The Festival also took over a disused office building, which is now being refurbished before The Breakfast Club Café moves in later in 2013.

'In the magazine's 60th year, it was crucial that we programmed a series of exciting events that would appeal to young and old. We were offered the chance to work with Merge who were a pleasure to deal with. Their team provided the vital skills that put on a great event with us which exceeded all expectations. We will definitely be calling on them again'.

Tim Pearson, Former Head of Marketing NME at IPC Media



The Cost: The total cost is £45,000 which is funded by a partnership between Better Bankside BID, Tate Modern, the Arts Council England and others.

WELCOME TO BRIGHTON BANNERS

Delivered by Brighton BID

The Project: Borne out of a commitment in the BID business plan to 'Dress the City' during the summer months but a frustration that bland banners and hanging baskets was all that could be achieved with the budget, the Brighton BID created a new style banner project. Working in partnership with Juice FM - the local radio station, and Austin Rees - a local estate agent, the BID invited children from local schools to design 'Welcome to Brighton' banners.

The Output: Over 90 banners were created in total each with a unique piece of artwork on each side. A total of 75 schools were invited to take part in the project. Extensive media coverage was received to an estimated value of £17,000; Twitter following experienced exponential growth; website hits rose by 25%. By way of a longer lasting benefit, the BID has now cemented its relationship with Juice FM who will be providing the Christmas Lights switch on at zero cost thereby saving the BID a further £5,000.

'The banners this year are genius'.

The Animal House (a BID business)



The Cost: A total cost of £13,000 with £5,000 contribution from one of the partners.

TELLING THE FALMOUTH STORY

Delivered by Falmouth BID



The Cost: The total cost of the project was £70,000. The galvanising influence on the BID meant that only 50% of these costs came from the BID budget with the remainder being funded by partners including Falmouth Town Council, Falmouth Harbour Commissioners, the local Hotels Association and Town Forum.

The Project: The vision for Falmouth has been to deliver a comprehensive in-resort information programme that excels in providing first rate visitor information, destination signage and interpretation of the area to its current and future visitors. The Falmouth BID has spearheaded a multitude of options for visitors to engage, interpret, understand, explore, be informed and inspired about Falmouth.

The Output: The project area encompassed the whole town and included: three welcome hub sites each with 9 ft striking sail-shaped bespoke boards; nine 12 ft finger signposts; eight quayside information panels; and five map boards with you are here information with a seagull's eye view map. All of these deliverables were 'on brand' following the brand identity project delivered by the BID and adopted by the town two years previously. Better access to the beaches and natural environment not only drives up use of local coastal facilities but also assists in improving the health of local people by promoting active lifestyles.

'The Falmouth BID team have established an excellent visitor strategy which is innovative, far-sighted, sustainable and long term. Furthermore, they have engaged with and gained buy-in from the major bodies and organisations in the area to work with them to drive this forward. Very much a collaborative approach'.

Jonathan Griffin, Director of the National Maritime Museum, Cornwall



THE GREAT BLACKPOOL CHILLI FESTIVAL

Delivered by
Blackpool BID



**SPREAD THE WORD
TO ALL UR FRIENDS
TO COME, EXPECT
HOT CHILLI SAUCES
DIPS, PICKLES,
CHILLI MERCHANDISE
& PLENTY MORE...**

SUPPORTED BY:
Blackpool BID
Delivering Town Centre Management
Venue address: St Johns Square
Church Street Blackpool FY1 3NX

CHILLI FEST (UK) PRESENTS...
**THE GREAT BLACKPOOL
CHILLI FESTIVAL**

ADMISSION **FREE** **2013**
6TH APRIL 10AM TO 5PM
ST JOHNS SQUARE, BLACKPOOL
WWW.CHILLIFEST.NET
PLENTY TO EAT DRINK & TASTE
FUN FOR ALL THE FAMILY

PRINTED BY ROCKBELL PRINT & DESIGN, ROCKBELLPRINTING.CO.UK



The Cost: Only £149 cost to the BID plus existing staff time. The cost of the festival was covered by Chilli Fest UK.

The Project: Alongside the boom in food and drink festivals, chilli festivals had started to take off in the south of the country but mainly in countryside locations. Blackpool BID persuaded one of the major players in the chilli world, Chilli Fest UK, to trial a one day chilli festival in the centre of town within a new events space. The date was carefully chosen to coincide with a traditionally slow trading period after Easter and before the schools go back.

The Output: A total of 22 stalls located in the town's event space along with a Samba band, a chilli vodka cocktail bar and a chilli cider bar. An estimated 8,000 to 10,000 people attended based on manual counts and footfall counters. Equally important, awareness of the new event space was high as a result of the event.

'The unique nature of the Blackpool Chilli Festival showcasing many interesting and different types of chilli-related products attracted a varied demographic on a potentially quite trading day. It was well managed and organised by the Blackpool BID and the Winter Gardens received many positive comments.'

Operations Director of the Winter Gardens, Blackpool

The Project: Initiated by Vauxhall One BID and administered by RIBA, this project invited architects and landscape designers worldwide to put their thinking caps on to design public realm in the Vauxhall area.

The Output: The competition received 100 entries from 21 countries with the winning design coming from young English practices with an innovative design perspective on London. Implementation of the winning design will be managed by Vauxhall One BID and funded by s106 developer contributions with an estimated value of £4m. A significant amount of press and media coverage was achieved through the competition along with a real buzz for creating contemporary spaces in our inner cities.

'RIBA and Vauxhall One are really excited to be working with these young, fresh, funky designers. It says a lot about the talent pool of young designers worldwide and in London and we thank all the entrants for such a memorable competition. It really celebrates the best of worldwide design, bringing it home to regenerate new parts of London's South Bank.'

Royal Institute of British Architects (RIBA) & Vauxhall One BID



The Cost: The total cost of the project was £26,000 which covered honoraria payments to winners, website design for the online gallery and the management fee for administering the competition.



VIBRANT VOHO

- THE MISSING LINK

Delivered by Vauxhall One BID

COLLECTIVE ACCELERATOR

Delivered by
Camden Town Unlimited



The Project: The Collective Accelerator builds on the existing Collective hub, which provides incubator space for embryonic creative entrepreneurs. Businesses are accelerated with further investment following successfully pitching for up to £10,000 each from on a judging panel similar to the Dragons Den called the creative council.

The Output: Nine businesses are on the first round of the Accelerator programme. The re-launch of the Collective hub with the acquisition of an additional 6,900 sq/ft taking the Collective Hubs to a grand total of over 10,000 sq/ft of office space providing 130 additional desks on top of the original 40 has been such a great success in creating a start up buzz for Camden Town. There have been over 150 new application that range from businesses with just a great team and ideas to businesses from other accelerators with one team coming all the way from Turkey to join Collective. The Collective Accelerator has created great publicity for the BID area and is helping to fulfil the BID's aspiration to become the creative business heart of London.



'Collective is a great space and has given us the opportunity to grow our business in ways that we wouldn't have been able to before. Being in the Collective not only means that we don't have to worry about overheads (which is a big issue for any start-up), but also means that we have an amazing, professional space in which to work and more importantly meet clients. It also provides us with access to a built-in network of like-minded, creative people who are there to help, advice and support us. We are now on the accelerator trying to get a loan through the Collective or through their partners which is something that will help our business immensely and would have been much harder without their support'.

Creative Director of AMS Design Studio

The Cost: £55,000 investment from the BID, which builds on existing partnership funding from the BID, the London Borough of Camden and the Greater London Authority for the Collective hub.

TRADE WASTE & RECYCLING INITIATIVE

Delivered by
Bath BID

The Project: The Bath BID Company has introduced a co-ordinated collection service for city centre businesses which collects both recycling and general waste with the rubbish collection element being heavily subsidised. A total of 17 operators, including the Council, were invited to tender for the service. The service has environmental, aesthetic and financial benefits for the city and its businesses, including: substantially lower waste-disposal costs for companies; recycling and a general increase in recycling materials being collected; reduced congestion and pollution through fewer refuse trucks on the city's roads; improved appearance of the public realm; a focus on reducing the negative impact of seagulls; and a reduced exposure for businesses to impending increases in Landfill Tax.

The Output: Within the first six months of launching the service, 240 businesses were signed up and it is currently operating with over a third of levy payers now involved. The service is open to BID levy payers who receive their service for free plus non-levy payers who choose to make a voluntary contribution to access the service. At the first six month review point, the estimated value of savings to participating businesses was £150,000 and this figure is rising rapidly. One hotel reported a saving of £19,000 on their trade waste bill in their first year which more than offsets their annual BID levy contribution. Amongst the key aspects of the service are – up to 50% discount on the average trade waste and recycling prices available in the city; prices guaranteed for three years; and 13 collections per week.

'I have saved thousands of pounds per annum on my waste and recycling costs. I also have a dramatically improved service and I am extremely happy with this Bath BID initiative'.

A Bath Restaurant Manager



The Cost:
Maximum
£300,000 over a
three year period
2013 to 2016.



TURNING OUR TOWN AROUND

Delivered by
Ipswich Central BID

The Project: The Ipswich Vision was originated by Ipswich Central BID and brings together a large body of research carried out with local businesses, residents and those who have a stake in Ipswich's future. And even those who do not. Information was gathered from people who live close to Ipswich but choose to spend their time elsewhere. The focus for this research was borne out of the town suffering more than most in the recession because it lacks the attraction to shoppers of a new shopping location and lacks the ability to attract new quality retailers as the existing properties are ageing, too small and of poor layout. This absence is in stark contrast to neighbouring Norwich and Cambridge which dominate the regional hierarchy. The prolonged UK recession and structural change in retailing has exposed the weakness of Ipswich as a retail destination. The narrow and extended layout of shopping streets aligned East West is an inefficient layout for shoppers with the two ends furthest from Prime pitch in a permanent state of semi blight and buildings, usually converted dwellings, unsuitable for modern retailers. Retail centres preserve their attractiveness by the creation of a new shopping Centre in each boom phase of the property cycle. In Ipswich this investment did not materialise in the last property boom, mainly because the town presented too many alternative locations thus competing developers were unable to convince major retailers to commit to any particular scheme for fear that they might 'jump the wrong way'. This is why Ipswich Central created the vision so that Ipswich could use its USP, its waterfront, to market itself as East Anglia's "Waterfront Town Centre".



The Output: The Vision is achieving its aim by turning the town around from its traditional East-West single shopping street axis to a North-South axis which links the retail and commercial core with the new multi-million pound Waterfront development of shops, cafes, bars, restaurants, University campus and leisure venues. This differentiates Ipswich from its competitors, increases the numbers of visitors and also increases dwell time beyond a singular shopping trip. Amongst the additional investment that has followed the Vision are: Tower Ramparts shopping centre acquired by LaSalle Investments with a commitment to redevelop and refurbish to act as a new anchor to the northern end (Project cost circa £12 million); Buttermarket - contrary to planning policy, the local authority was persuaded to change the use of a former department store allowing redevelopment to a mixed leisure and retail scheme (Project cost circa £10 million); Cornhill - The historic old square is to be transformed through an international design competition led by Sir Stuart Rose (Project cost circa £3 million); Travel Ipswich - A government-funded scheme to reconfigure the transport system thereby allowing better flows along the new North/South axis (Project cost circa £19 million); and The High Street Renewal Award - Ipswich Central was the only BID to win the Government's High Street Renewal Award for the ambition of the Vision project and was awarded £168,057 in recognition of the work completed so far to deliver the Vision.

Testimonial: *'Ipswich Central has played a key role in helping to create a vision for the town that is both brave and forward thinking. The recent award of the High Street Renewal Award money is a fantastic endorsement of the BID's vision'.*

Neil Roberts, Store Manager of Debenhams

The Cost: £10,000.

VISITOR COMMUNICATIONS

Delivered by
Kingstonfirst BID

The Project: Following transfer of responsibility for Tourism from the Council to Kingstonfirst, the BID operated the Tourist Information Centre for a two year period from the historic Market House. At the end of 2012, Kingstonfirst reflected on their role in promoting Kingston as a destination and identified that the focus should be providing information to as many people as possible so the decision was made to close the centre and become more flexible. Since then the BID has launched a new town centre App, an extensive PR Campaign, new Info Bikes and have extended the use of digital platforms including their website and social media. In addition, an outreach programme has been developed which includes going to group travel shows; local business events; and educational roadshows. Whilst also starting a meet and greet service for groups and launching the Ambassador initiative focusing on engagement with businesses and customers alike.

The Output: The programme is delivering a wide range of outputs including - 90% of volunteers went into paid employment following engaging with Kingstonfirst; 83,000 visitors used the Information provision in the first year; launch of a new website increasing hits by 89%; 357% increase in total reach through Facebook in a six month period; launch of a new Kingston App with a business offer promotion resulted in 60% click throughs; Visitor PR campaign that equated to just over £800,000 worth of coverage in the first year.

'Moving the Visitor Information Service has proved a brilliant idea. Ambassadors greet visitors as they arrive at Kingston railway station, providing information to ensure they maximise their visit. Information bikes will further improve this service'.

William Welstead, Rotunda



The Cost: The total cost of the programme is £66,000 broken down as follows - Digital Media Development and Hosting £15,000; Visitor PR & Communications £20,000; Community Engagement £9,250; Visitor Engagement £21,750.



GET ONBOARD

Delivered by Loughborough BID

The Project: The Loughborough BID Company was keen to encourage extra visitors to the town centre, as well as maximising its current catchment area and untapped student market, to improve the trading prospects for businesses. By working alongside the two local councils and the bus companies, the BID has offered a clear and effective communication channel to put into place campaigns to inform both the public and employers/employees in and around the town of the benefits of sustainable travel. During 2012 the BID ran three main campaigns.

The Output: Each of the three campaigns focused on a fully integrated marketing and communications campaign including promotional materials; discount vouchers redeemable on presentation of the bus ticket; loyalty card access linked to the website via a QR code and a prize draw competition enabling data capture. Summer Love was the first campaign designed to promote the Olympic activity in the town centre; the second was the Love Loughborough's Freshers to raise awareness of Loughborough's offerings as a destination for shopping and leisure to the student market; and finally the Christmas campaign designed to enhance the Christmas footfall and trading in town. On the Summer Love campaign alone saw 500 loyalty card sign-ups; average weekly reach on Facebook doubled; 60 discount vouchers redeemed at the Odeon cinema. Whilst on the Freshers campaign bus usage saw a 7% increase in passenger numbers.

'The funding from the Local Sustainable Transport Fund has really enabled the Loughborough BID to extend their marketing of the Love Loughborough Brand, and metaphorically and physically taken the brand further! As we work to develop the town centre, those transport routes are vital to help the success of the project.'

Ally McDonald, Head of Innovation and Development of Loughborough Students' Union

The Cost: Total cost of the project was £112,000 50% of which was matched by partner organisations.



STYLE BIRMINGHAM LIVE AW12

Delivered by
Retail Birmingham BID

The Project: The objective was to deliver a high quality one day fashion event, on a par with International fashion shows to improve the perception of shopping in Birmingham, to entice shoppers to explore and make a day of it and to maximise regional and national PR and social media buzz.

The Output: - The event was a sell-out with 3,000 attending and major retailers reported an average of 60% sales increase on the day. Website hits increased by 71% on average from July-September 2012 when compared to the same three month period the previous year. Facebook monthly page views were up by 80% with reach peaking at 88,353 the week prior to the event. Total PR value estimated at £1,037,064 with 83 pieces of regional coverage, 21 radio mentions/interviews and 6 pieces of national coverage.

'The store experienced a really positive uplift in sales on Saturday as a result of the show, with many new customers coming into store for the first time. The show gave us a fantastic platform to showcase the store, as well as the countless new brands and concessions that we have to offer'.

Kathryn Neilson, General Manager of House of Fraser



The Cost: The total cost after ticket sales income amounted to £76,000.



GREAT YARMOUTH FREE WI-FI NETWORK



Delivered by Great Yarmouth BID

The Project: Great Yarmouth has rolled out free public Wi-Fi across the town centre, providing internet access to all residents and tourists visiting the town. The deal with The Cloud, the largest provider of public Wi-Fi on Britain's high streets, enables people to browse the internet, access social networks, and search for local businesses, services and destinations via their smartphone or tablet. The scheme was made possible when Great Yarmouth Borough Council decided to implement its own wireless CCTV system rather than leasing a fibre network. Transforming the way its CCTV in the town centre is managed, the new wireless system has significantly cut running costs as well as introducing the new free internet services. The added advantage to the BID is that they have a 50% share of the landing page allowing them to brand it together with using it as a promotional tool for current events and offers.

The Output: In the first eight months of usage, there were a total of 28,265 users who opened a total of 216,321 wi-fi sessions.

'CCTV is crucial to our commitment to providing a safe visitor experience in our town centre, and the wireless network ensures the long term viability of this scheme. The added benefit of being able to make free WiFi available further improves the offer that Great Yarmouth makes to its consumers whilst providing a potential boost for the local economy with visitors being directed to the Great Yarmouth tourism mobile website which promotes local businesses and facilities.'

Jonathan Newman, Great Yarmouth's Town Centre Manager

The Cost: No cost to the BID or local authority as the savings made from the transfer from fibre optic system for the CCTV scheme has more than covered the new wireless infrastructure.



LIST OF ALL BIDs AND RESPONSES
(excl industrials)

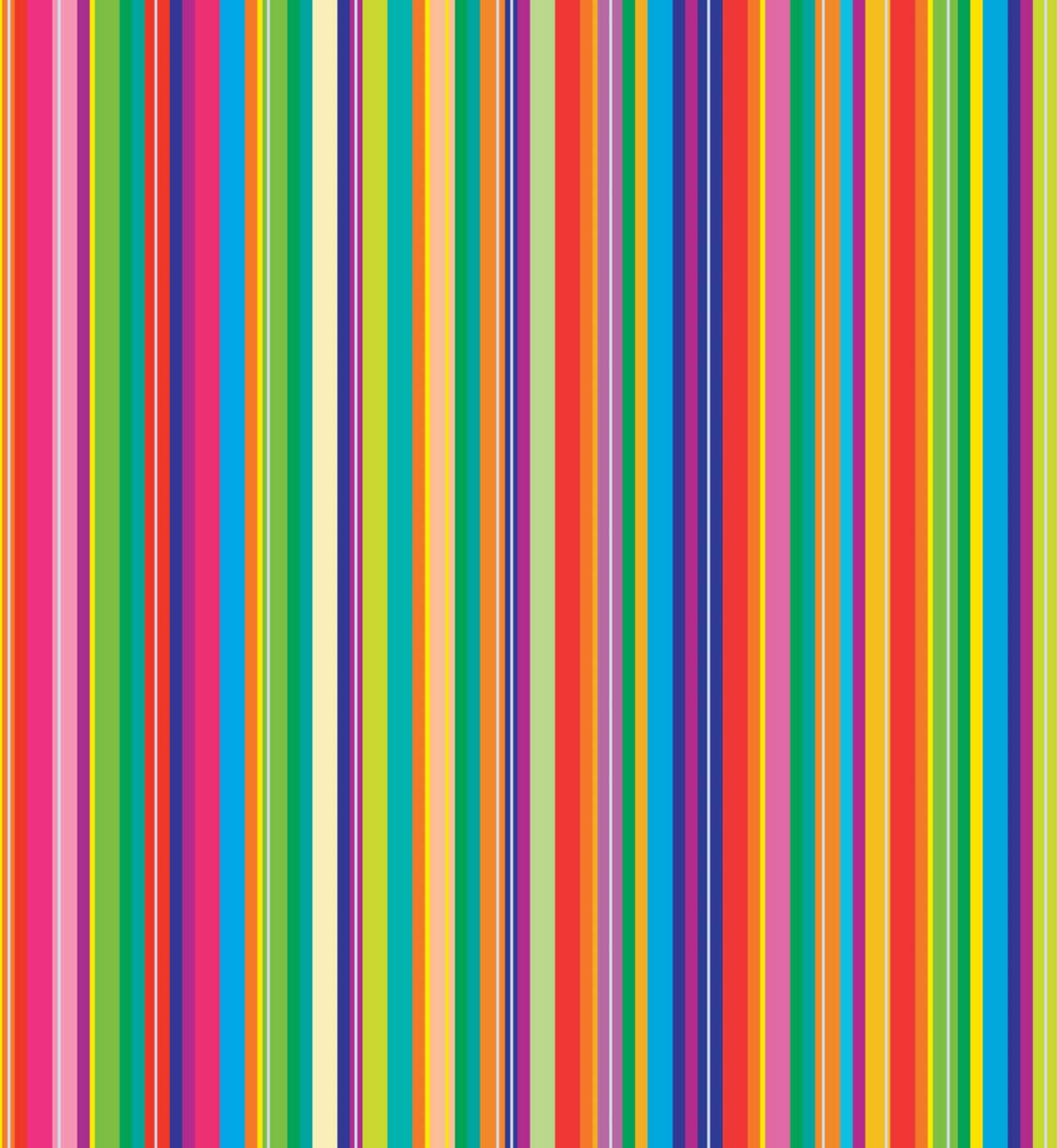
	Responded 2012	Responded 2013		Responded 2012	Responded 2013
Babbacombe	N/A	X	Liverpool Commercial	Y	Y
Barnstaple	Y	Y	London Angel	Y	Y
Bath	Y	Y	London Baker Street	N/A	Y
Bedford	Y	Y	London Bankside	Y	Y
Beeston	Y	Y	London Bayswater	Y	Y
Birmingham Acocks Green	Y	X	London Bexleyheath	Y	Y
Birmingham Broad Street	Y	Y	London Bridge	Y	Y
Birmingham Colmore	Y	Y	London Camden	Y	Y
Birmingham Erdington	Y	Y	London Croydon	Y	Y
Birmingham Jewellery Quarter	N/A	X	London Ealing	Y	Y
Birmingham Kings Heath	Y	Y	London Fitzrovia	N/A	Y
Birmingham Northfield	X	Y	London Hammersmith	Y	Y
Birmingham Retail	Y	Y	London Ilford	Y	Y
Birmingham Southside	Y	Y	London Inmidtown	Y	Y
Blackpool	Y	Y	London Kingston	Y	Y
Boston	Y	Y	London Leicester Square to Piccadilly Circus	Y	Y
Bournemouth Coastal	N/A	Y	London Leytonstone	Y	Y
Bournemouth Town	N/A	Y	London New Addington	N/A	Y
Brighton	Y	Y	London New West End	Y	Y
Bristol Clifton	N/A	X	London Orpington	N/A	Y
Bristol Broadmead	Y	Y	London Paddington	Y	Y
Bury St Edmunds	Y	Y	London Piccadilly & St James	Y	Y
Camberley	X	Y	London Streatham	N/A	X
Camborne	Y	Y	London Sutton	N/A	Y
Cambridge	N/A	Y	London Vauxhall	Y	Y
Chichester	Y	Y	London Victoria	Y	Y
Coventry City	Y	Y	London Waterloo	Y	Y
Darlington	Y	Y	London Wimbledon	Y	Y
Daventry (F)	Y	N/A	Loughborough	Y	Y
Derby Cathedral	Y	Y	Manchester	N/A	Y
Derby St Peters	Y	Y	Mansfield	Y	Y
Dorchester	Y	Y	Melton Mowbray	Y	Y
Durham	N/A	Y	Newbury	Y	Y
Falmouth	Y	Y	Newcastle	Y	Y
Great Yarmouth	Y	Y	Newquay	Y	Y
Guildford	N/A	Y	Northampton	Y	Y
High Wycombe	N/A	Y	Norwich	N/A	Y
Hinckley	Y	Y	Nottingham	Y	Y
Hitchin	Y	Y	Nottingham Leisure (M)	Y	N/A
Hull	Y	Y	Oldham	Y	X
Huntingdon	N/A	Y	Paignton	Y	X
Ipswich	Y	Y	Penrith	N/A	Y
Ireland Dublin	Y	Y	Plymouth City	Y	X
Ireland Dundalk	Y	X	Plymouth Waterfront	Y	X
Lancaster	N/A	X	Preston	X	Y
Leamington	Y	Y	Reading	Y	X
Lincoln	Y	Y	Royston	Y	Y
Liverpool City Centre	Y	Y			

LIST OF ALL INDUSTRIAL BIDs

	Responded 2012	Responded 2013
Rugby	Y	Y
Scotland Aberdeen	Y	X
Scotland Alloa	Y	Y
Scotland Bathgate	X	Y
Scotland Clarkston	Y	X
Scotland Dunfermline	X	Y
Scotland Dunoon	N/A	Y
Scotland Edinburgh	Y	Y
Scotland Edinburgh Grassmarket	N/A	Y
Scotland Elgin	Y	Y
Scotland Falkirk	Y	Y
Scotland Hamilton	N/A	X
Scotland Inverness	Y	Y
Scotland Kirkcaldy	Y	Y
Scotland Kirkwall	N/A	Y
Scotland Largs	N/A	Y
Scotland Lerwick	N/A	Y
Scotland Oban	N/A	Y
Scotland South Queensferry	N/A	X
Skipton	Y	Y
Sleaford (F)	Y	N/A
Solihull	Y	Y
Southend	N/A	Y
St Austell	N/A	Y
Stratford upon Avon	X	X
Sutton Coldfield	Y	Y
Swindon	Y	Y
Taunton (F)	X	N/A
Tavistock	X	X
Torquay	Y	X
Truro	Y	Y
Wales Merthyr Tydfill	N/A	Y
Wales Swansea	Y	Y
Wellingborough	Y	X
Weston	X	Y
Wimborne	Y	Y
Winchester	Y	Y
Worcester	Y	Y
Norwich	Y	Y
Nottingham	Y	Y
Nottingham Leisure (M)	Y	N/A
Worcester	Y	X
TOTAL	93/102	110/130

	Responded 2012	Responded 2013
Albion	Y	Y
Altham (F)	X	N/A
Astmoor	X	X
Blackburn	Y	Y
Bolton (F)	Y	N/A
Brackmills	X	Y
Canterbury (D)	X	N/A
Cater	X	X
Cowpen	Y	X
Halebank	X	X
Hams Hall (F)	X	N/A
Lancing	Y	Y
Langthwaite	X	X
London Argall	Y	Y
London Garratt Park	Y	Y
London Hainault	Y	X
London Kimpton	Y	Y
London Riverside	N/A	Y
London Willow Lane	Y	X
Longhill & Sandgate	N/A	Y
Scotland Clackmannanshire	Y	Y
Segensworth	Y	Y
Southern Cross (D)	X	N/A
Winsford	Y	Y
Witham	X	X
TOTAL	15/25	12/20

N/A denotes new BID during the 2012 survey year
 F denotes failed at renewal
 D denotes defunct, ie. chose not to renew
 M denotes merged with neighbouring BID



Research Sponsor



Research Team



Research Supporters

