

Nationwide
BID 
Business Improvement Districts
SURVEY 2014

OUR SPONSOR

GVA is pleased to sponsor the 2014 British BIDs Nationwide BID Survey this year. Our teams are working with many UK BIDs, enabling high quality environments through a clear place making strategy. We work to create a proactive bespoke marketing plan which includes community engagement schemes, environmental initiatives and a diary of events which engage the community and generate income. We know that managing places relies on partnership, collaboration and vision and we recognise that BIDs demonstrate all of these.

FOREWORD

The focus on our town and city centres is greater than it has been in a long time. Believing in partnership is now second nature and the value and impact that BIDs are making across the country is becoming clear.

More and more BIDs are recognising the importance of quality and accountability and this is critically important to businesses who vote and support these organisations. By supporting the concept of BIDs we haven't just accepted another tax on occupiers - we expect to see a clear and measured approach to consultation, development and delivery so that the levy we pay is genuinely an investment in our trading areas.

A new age for the high street is evolving, requiring clear and strong leadership and collaboration at local level. BIDs have a potentially vital role to play in enabling this change to happen effectively and at pace.

The Nationwide BID Survey is an essential and unique resource charting the development and evolution of the BID industry and is welcomed by policy makers and businesses alike.



Sam Lawrence
GVA



Andy Godfrey
Public Policy Manager
Boots

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THANK YOU

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

Participating BIDs

143 BIDs from England, Wales, Scotland and Ireland

British BIDs Advisory Board

6 organisations for assisting with data collection

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Southend BID: *Alison Dewey*, Waterloo Quarter: *Maris Puks*

EXECUTIVE SUMMARY



Dr Julie Grail,
Chief Executive,
British BIDs

The BID industry is now almost ten years old and evolution is increasingly evident. We are delighted that the Government has been taking an active interest in our industry this year with their Review of BIDs, for which we led on data collection within this survey. Alongside this, we continue to run the BID Loan Fund on behalf of Government to support the development of quality new BIDs across the country.

The critical mass within the industry is now noticeable in more ways than one – the momentum of activity is very evident; the volume of locations is clear; and the number of suppliers entering the industry selling their wares is conspicuous. But alongside all of this, it is also increasingly noticeable that problems are coming to the fore whether it be poor set-up; badly-managed ballots; weak governance arrangements or inadequate management, systems and procedures.

Questions are now being asked about BIDs. In recent months, there have been increasing concerns raised regarding transparency and accountability of BIDs. With an industry nearly a decade old, it is no longer good enough to rely just on a 'leap of faith' but instead high quality professionalism targeted at benefiting those who pay must be paramount.

There is no excuse for poor set-up when the Industry Criteria and Guidance Notes are available to all alongside our dedicated 'Five Stages of BID Development Training'. Poorly managed BIDs lacking systems and procedures should be focusing on achieving our Industry Accreditation to streamline their operations and ensure sufficient safeguards are in place. The teams managing BIDs now have the opportunity to professionalise their efforts through our academic-accredited Masters level BID Academy Certificate in BID Management. Since launch in 2013, we have already seen 17 graduates through the Academy.

As the industry develops and evolves we are seeing BIDs move into place shaping not just place management and marketing and this is likely to become even more prevalent with the advent of Property Owner BIDs together with the continued cuts to the public sector purse.

Successful place shaping will rely on quality systems, transparent governance and professional teams.

Totals for the BID industry

as at 1st April 2014

659

Number of
staff in BIDs

179

Total number
of BIDs

239

Number of
Local Authority
Representatives
on BID Boards

£65,500,000

Combined BID
Levy Income

£130,300,000

Additional Income

£195,500,000

Total investment
in BID areas

240

Number of
Property Owners
on BID Boards

74,744

Total number of
hereditaments

1,923

Number of
Businesses on
BID Boards

1

BID SAMPLE

The total number of BIDs as at the survey point, 1st April 2014, was 179 of which 143 (80%) responded to the survey. When this is broken down, Town Centre BIDs (which includes commercial and leisure) had a response rate of 82% (128 out of 157), whilst industrials had a response rate of 68% (15 out of 22).

There were 58 BIDs that submitted a Proud Project for

the case study showcase section of this report and submission into the British BIDs Proud Project Awards that are presented at the Annual Conference.

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

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BID BASICS

BID GROWTH RATE

The growth rate of BIDs (based on calendar year) has been rising rapidly since inception of BIDs in 2005. The calendar year 2011 saw 15 new BIDs; 2012 saw 32 new BIDs, of which none were industrial; 2013 saw 26 new BIDs, of which 1 was industrial; and the calendar year 2014 to July has seen 15 new BIDs. Two locations have achieved yes votes after a long gap following an original failed attempt at ballot (Shrewsbury 2013 and Southport 2014).

BID LEVY RATES

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

The total sample for the base levy rate, i.e. the rate that the BID starts with in year one of its current term and quotes in its BID Proposal, is 125.

Base Levy Rate	Number of BIDs	% of Total Sample
< 1%	2	2%
1%	49	39%
>1% to <1.5%	16	13%
1.5%	33	26%
>1.5% to <2%	5	4%
2%	7	6%
>2%	2	2%
Banded	8	6%
Variable	3	2%

The highest concentration remains on the 1% levy rate with 49 (39%) of the total sample. But 1.5% is becoming increasingly popular with 33 (26%) this year compared to 23 in 2013 of the total and 15 greater than 1.5% (12%) on higher than 1.5% levy rate.

There are some that charge a 'variable rate', i.e. those that charge either a differential levy rate such as 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 threshold).

There is also an increasing number that charge using a banded system, particularly in Scotland with 8 of the 18 Scottish BIDs having banded levies.

Of note, are also the two BIDs that have a levy rate below 1%, inevitably these are in locations of high rateable values and are second term BIDs that reduced their levy rate at renewal (Hammersmith 0.8%, Inmidtown 0.9%). There are two BIDs that have a levy rate above 2%, Birmingham Acocks Green at 2.5% and Dublin at 4% but Irish legislation operates differently whereby the annual budget is set and then is worked to create the multiplier.

Some BIDs opt to apply an annual inflation factor to the levy multiplier to ensure their income grows year on year as their costs grow. Of the 125 sample, there are 32 (26%) that have applied inflation to their base levy rate.

BID HEREDITAMENTS

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

From the sample the typical number of hereditaments falls between 300 and 600, with five BIDs falling above 900 (Ireland Dublin 3,638; Newcastle 1,380; Hull 1,132; Southport 944; and Kingston 943) and ten BIDs falling below 200 (St Austell 198; London Leicester Square 189; Scotland South Queensferry 186; London Piccadilly & St James 184; Scotland Alloa 180; Great Yarmouth 178; Scotland Lerwick 174; Birmingham Acocks Green 164; London New Addington 68; and Scotland Giffnock 64).

The total number of hereditaments across all BIDs (excl. industrial) is approximately 70,771, assuming an average of 500 hereditament for the 22 BIDs that did not provide a figure or did not respond to the survey.

BID TERM

BID legislation allows a maximum term of five years and all BIDs now operate a five year term following some shorter terms in the early years of the introduction of BIDs in the UK.

BID THRESHOLDS

A threshold is a rateable value level below which hereditaments are not charged a levy. The main purpose of a threshold is to prevent very small businesses being required to pay small sums of money 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 £20/unit will gain no net income from hereditaments below £2,000 rateable value as the levy payable will be £20 annually.

From the sample of 123 BIDs, the thresholds range from Nil (28 BIDs/23%) to £250,000 with seven BIDs at £100,000 or above (London Fitzrovia, London Leicester Square and London Victoria all at £100,000; London Baker Street, London North Bank and London Piccadilly & St James all at £150,000; and London New West End Company at £250,000).

BID LEVY DISCOUNTS: CHARITIES

Some BIDs opt to give charities a discount on their levy. Of the 125 responses, 48 (38%) provide some level of discount ranging between 25% for Nottingham and 100% for 16 of the 48. Having said that there is a clear move within the industry to exclude retail charity shops when discounts are given.

BID LEVY DISCOUNTS: SHOPPING CENTRES

Of the relevant sample of 74 BIDs who have a shopping centre in their area, 43 (58%) appear to give no discount to tenants in a shopping centre.

Shopping Centre Discount	Number of BIDs	%
Nil	43	58%
10 to 30%	14	19%
31% to 40%	5	7%
50%	9	12%
100%	2	3%

Of the locations that do provide a discount, there remains a variation of discounts provided with the most common following between 10% and 40%, with the majority of those within that band being 25%. From those who give a discount, there are 20 locations that receive a voluntary contribution (presumably in lieu/in part to make the shortfall from the discount). These contributions range from £3,900 to £75,000.

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 179 (of which some were sourced online due to non-response in the survey plus some averages assumed due to lack of available information), the total BID levy income chargeable across the UK as at the survey date of 1st April 2014 is approximately £63 million.

From the data available, the smallest annual levy income is £22,000 from London New Addington and there are a total of twelve BIDs with an annual levy income of £100,000 or below (£25,825 Scotland Giffnock; £67,000 London Leytonstone; £72,597 Scotland Kirkwall; £74,854 Otley; £76,233 Scotland Lerwick; £85,000 Bristol Bedminster; £86,000 Scotland South Queensferry; £89,000 Wimborne; £100,000 Falmouth; £100,000 Scotland Alloa; £100,000 Scotland Bathgate).

The largest annual levy income is £3,486,000 from London New West End Company and there are a total of six BIDs fall above £1m (£2,280,000 London Inmidtown; £2,248,514 Ireland Dublin; £1,830,000 Newcastle; £1,516,970 London Victoria; £1,196,000 Better Bankside). In addition, there are two BIDs that operate two BID areas within their remit and therefore when their incomes are combined they fall above the £1m marks - London Leicester Square to Piccadilly Circus and London Piccadilly & St James as one aggregate figure under the management of Heart of London at £1,639,915; and Liverpool Retail together with Liverpool Commercial operated by Liverpool BID Company at £1,190,000.

Annual Levy Income Range	Number of BIDs
>£1million	6
<£1m - >£700,000	14
<£700,000 - >£400,000	19
<£400,000 - >£200,000	40
<£200,000 - > £100,000	25
<£100,000	12

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 1:1.3; Scotland Falkirk 1:1.6; Scotland Dunfermline 1:2.4). In Lincoln's case there are three funding streams amounting to a total of £463,000 focused on Tourism £176,000; Events £152,000; Access Schemes £135,000. For Scotland Falkirk there are sixteen different funding streams with fifteen sources of funding totalling £323,700 covering the following: £6,000 from Farmers Market stall hire; £18,000 advertising revenue from two magazines; £80,000 Growth Fund Campaign - VisitScotland, Falkirk Helix, Falkirk Council, Community Trust, Bo'ness Railway; £23,000 Taxi Marshal sponsorship from Falkirk Council; £6,000 Christmas events - Falkirk Council; £10,000 Funny in Falkirk Comedy Festival from Falkirk Council; £145,000 Council core funding; £4,500 Radio Link income; £1,500 sponsorship of a crime reduction CD ROM from BIDs Scotland; £1,800 Best Bar None sponsorship from SBRC; £12,500 from Zero Waste Scotland for waste and recycling project; £2,000 from the Co-op sponsorship of Bairsfest event; £8,000 from Falkirk Council for signage & marketing materials to launch Free after 3 parking initiative; £1,800 Adopt an intern; £800 from stall hire; £2,800 from Falkirk Council for Handyman. For Scotland Dunfermline there are five different funding streams totalling £387,000 covering £46,000 from the Council for image/perception; £100,000 for marketing/promotion; £166,000 events; £30,000 from private/sponsorship for events; £45,000 from Zero Waste.

At the other end of the scale there are 24 BIDs that report no direct additional income; thirteen that report between £200 and £10,000; nineteen report above £10,000 but less than £30,000; a further nineteen report above £30,000 but less than £60,000; eleven report more than £60,000 but less than £100,000; and twenty nine report above £100,000 direct additional income.

However, when all additional income is taken into account these figures are higher 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. It is difficult to identify which of these truly were down to the actions of the BID. Some examples do highlight a significant level of activity and influence from the BID such as – Bournemouth Coastal with £385,000 wayfinding and signage project in collaboration with the town centre BID and their local authority; London Kingston with £2,600,000 of Outer London Funding from the Greater London Authority in collaboration with their local authority; Plymouth Waterfront with £670,400 from the Coastal Communities Fund; Waterloo Quarter with £1,337,000 on a public realm project in Lower Marsh from their local authority; Newcastle with £90,000,000 claimed as the value of uplifted spend as a result of their Alive after Five campaign; and London Camden with £850,000 of measured and captured advertising equivalent media generated through Collective Project Camden Town and a further £550,000 through the app captured and measured by their PR agency.

In terms of total figures, from the data received it is possible to calculate the total combined investment in BIDs, which amounts to £193,328,989. However from the sample there are 29 BIDs that claimed no direct additional income and 25 BIDs that cited no indirect additional income. It is likely that at least some of those do in fact have income within that category but for whatever reason chose not to reference it within the survey and therefore the totals represent a minimum.

Direct Additional Income	£9,943,357
Indirect Additional Income	£115,698,246
Match Funding	£4,363,686
Total Additional Income	£130,328,989
Total BID Levy Income	£63,000,000
Total Investment in BIDs	£193,328,989

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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 115 BIDs and of those, 39 (34%) appear to have no collection charge made to them by their local authority. Of the remainder, 11 have a unit cost in excess of £60/hereditament, and 20 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 Liverpool City Council, as follows – London Victoria £109/unit; Liverpool Retail £107/unit; London Piccadilly & St James £93/unit; London Leicester Square £88/unit; and London Baker Street £87/unit.

When the charge is calculated as a percentage of BID levy income, 17 BIDs are above the Industry Criteria guidance of 3% with six BIDs at 8% or above (Scotland Largs and Loughborough at 8%; London Brixton at 9%; Melton Mowbray and Liverpool Commercial at 10%; Liverpool Retail and London Streatham at 11%).

From a regional perspective, it is interesting to note that eight of the top 10 highest unit costs are in London (all £60/unit or above), with the other two being Liverpool, and only two London BIDs quote no collection charge. All Birmingham BIDs that provided data (eight locations) have no collection charge and of the 15 Scottish BIDs that provided data, 10 of them have no collection charge.

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 2014, the success rate for all ballots across the UK and Ireland from inception was running at 84%.

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

There is clearly a pattern of improvement at ballot from first term, to second and then into third. In particular, most of the eight third term ballots to date demonstrate this on majorities although turnouts are not so strong.

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 31 town centres across the country to 1st April 2014 that failed at first ballot and of those only five have since successfully run and won a re-ballot and created a BID, three of which were in this survey year 1st April 2013 to 1st April 2014 (Southport; Milngavie; and Shrewsbury).

BID MANAGEMENT TEAMS

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

From the survey data of 122 BIDs, the total staff employed amounts to 629 spread across full time, part time and consultants. There was no BID in the survey that operates without some paid staff resource. There were 22 BIDs from the survey that operate with just one staff member – in 12 cases this post is full time; in 6 cases it is part time; and in 4 cases it is a consultant. It should be noted that in the main the use of a consultant in these cases is due to the fact it is a new BID and the consultant has remained beyond BID development to arrange the establishment phase of the BID. Half of the survey sample, 62 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 17 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	21
Ireland Dublin	21
London Kingston	17
London Bankside	17

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

Of the 122 BIDs that responded, 102 have at least 1 full time member of staff leaving 20 that employ no full time members of staff (but as above in these cases they have either part time and/or consultants).

Of the 122 responses, 47 employ no part time staff and from the numbers employing part time, 37 have 1 part time staff member; 23 have 2 part time; and the remainder have 3 or above. The top three employ 6 or more with Blackpool employing 6 part time; Stratford upon Avon employing 8 part time; and Lincoln employing 10 part time.

From a consultant perspective, 68 of the 122 claim to have employed no consultants during the survey period. A total of 27 claim to have used 1 consultant and the remainder have used 2 or more consultants. The highest number of consultants was in three London BIDs – London Camden with 6; London Bankside with 7; and London Inmidtown with 10.

BID BOARDS

From the 119 BIDs that responded, it is evident that there is a vast spread of BID Board composition with no typical size. The majority (64) fall between 7 and 17 Directors but there are 16 BIDs with 6 or less Directors and at the other end of the spectrum there are 12 BIDs with 18 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
Worthing	5	18
Ipswich	4	10
Liverpool Retail	4	23
London Ilford	3	9
Southend	3	11
Royston	3	18
Hitchin	3	10
Liverpool Commercial	3	6

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

Board Members	Directors	Observers
London Kingston	26	2
Loughborough	25	0
Birmingham Kings Heath	23	0
Birmingham Retail	22	0
London Leicester Square	20	2
Huntingdon	20	4
London Croydon	20	3

Once the Directors and Observers have been added together to show total numbers on BID Boards there is still a vast range from 4 members in Scotland Kirkwall to 28 in London Kingston and 27 in Liverpool Retail. There are 20 BID Boards that have 20 or more members and the total number of board members reported across the industry 1,823.

LOCAL AUTHORITIES

Of the 122 BIDs responding to this question, 18 reported no local authority representation on the board. Of the remainder, 34 reported 1 local authority representative on the board; 38 reported 2; 17 reported 3; and 13 reported 3 or more local authority representatives on the board with the highest being London North Bank and Worthing both reporting 5 local authority representatives as observers. The total number of local authority representatives across the industry totalled 229.

PROPERTY OWNERS

Of the 124 BIDs responding to this element of the survey, 85 reported having property owners involved in their boards (79 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.

The top five locations with highest numbers of property owner involvement come from Plymouth, Scotland and London.

Property Owners	Directors	Observers
Plymouth Waterfront	9	0
London Paddington	8	0
London Baker Street	7	0
London North Bank	6	1
Scotland South Queensferry	6	0

From the data provided, there are 212 property owner representatives on BID Boards around the country, which accounts for approximately 9% of all Board representation.

7 INDUSTRIAL BIDs

GROWTH RATE OF INDUSTRIAL BIDs

Despite a strong growth of industrial BIDs in the early years, the number appears to be reducing now and the growth 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. During this survey year to 1st April 2014, there were four new BIDs. This leaves the current cohort of industrial BIDs at 24.

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 14 industrial BIDs, there are 6 that operate with a banded system (Astmoor; Halebank; London Kimpton; London Garratt Park; London Willow Lane; and Winsford). In terms of levy rates they range from 1% to 2.5% (London Newham and Scotland Clackmanshire both on 2.5%).

HEREDITAMENTS OF INDUSTRIAL BIDs

The total number of hereditaments across the sample of 14 industrial BIDs is 2,973. The smallest number is 41 in Halebank and the largest is 511 in Manor Royal.

LEVY INCOME OF INDUSTRIAL BIDs

From the sample size of 14 industrial BIDs the total annual levy income is £1,702,700. The smallest levy income being £52,315 in Halebank and the largest being £322,766 in Manor Royal.

ADDITIONAL INCOME OF INDUSTRIAL BIDs

Of the sample of 14 BIDs that responded, six received additional income beyond the BID levy. The total additional income across all those six amounts to £251,715, the vast majority of which comes from their respective local authorities.

LEVY COLLECTION CHARGE OF INDUSTRIAL BIDs

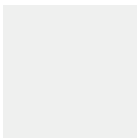

From the sample of 12 BIDs with respect to levy collection, five pay no collection charge and the remainder range from £8/unit (London Newham) to £36/unit (London Hainault, which is the only one above the industry criteria of £35/unit).



British BIDs
presents



Proud Projects 2014



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

This year we received 89 ideas, which were whittled down to a long list of 58 projects, culminating in a shortlist of the following 16.

The Wedding Street

by ELGIN BID

Date Delivered
Launched in January
2014 but is a long
term project.

Cost of the Project
£1,450

Cost to the BID
£500

The Project

Elgin has traditionally suffered from a leakage of shoppers to the larger neighbouring towns of Inverness and Aberdeen and therefore set out to create an initiative that drove footfall to the town. They identified a USP focused on a particular niche around 'The Wedding Street' concept. Engaging the businesses in South Street around this initiative created a significant momentum and getting 'buy-in' from non-traditional wedding-related businesses made this project even more innovative.

Output

The Elgin BID acted as the catalyst for the initiative with a key aim of getting the businesses working together. The target was to achieve 35% of businesses working together but this has already been exceeded with 50% involvement so far. Significant coverage has been achieved as a result of the project including securing promotion through the local press, the Scottish Wedding Directory, Moray Firth Radio and the Executive magazine. Perhaps less able to measure but equally important this initiative served to return pride to South Street businesses.



"Over the years while Elgin BID has been in operation I have seen a huge improvement in the 'working together' attitude of independent retailers in the town. This has, in my opinion, been a huge benefit to myself and other local small businesses. As a business of almost 20 years standing I feel that Elgin BID has brought a number of benefits to the town and I personally consider the BID levy a great investment."

*Christine Fraser, Owner
Xanadu Ladies Fashion*





Dublin Fashion Festival

by DUBLIN CITY BID

Date Delivered
4-7 September 2014

Cost of the Project
€166,000

Cost to the BID
€90,000

The Project

Dublin Fashion Festival is a 4-day festival in Dublin City Centre highlighting all the offerings of the city. Although it is a shopping festival, DublinTown encourages all forms of businesses to be involved through events, partnerships with local shops and other businesses, themed stores, menus, and offerings to coordinate with the festival. The festival also produces a 'Lookbook' to be distributed showcasing the offerings of the city centre stores for their upcoming Autumn/Winter collections. Every year over 250 member businesses are involved and an increase in footfall is always seen. The festival includes - The Thursday night, which is the 'Young Designer of the Year' fashion show; the Friday night, which is the 'Creative Quarter' show; and finally, there are 12 daytime shows from Thursday through to Saturday.



Output

The measurable outputs of the festival are significant including - increased footfall of 2.27% from the last festival and increase of 2.9% on the same period the previous month; 59 positive news articles about the festival; press coverage valued at over €1.3 million between July and September 2014; and 'Lookbook' distribution to 45,000 in 2014.

"The event is going from strength to strength every year. We were very impressed with how the Young Designer of the Year show developed this year and thrilled with the opportunity to have our Irish brands included."

Clerys

The RHS Chelsea Flower Show 2014

by BID LEAMINGTON
The Garden Town of Shakespeareland

Date Delivered
19-24 May 2014

Cost of the Project

The physical cost of the garden was £60,000. This was financed through in-kind donations and fund-raising.

Cost to the BID

No BID Levy funding was used in the project, however seed funding of £6,500 was provided and then recouped. The value of volunteer time given was estimated in the order of £30,000.



The Project

This ambitious project showcased the town at the most prestigious flower show in the world and brought together the local business community. It was totally community funded and drew together over 80 businesses and many residents from across the region who wanted to make a positive contribution to the town. The design was the incredible creative work of multiple Chelsea Gold award-winning Floral Designer and local business owner, Sarah Horne who worked with a local garden designer and a metal sculptor. The aim was to create an exhibit that celebrated the town's natural aspects, inspired the local community to get involved and left a legacy. The garden captured the diverse skills and ambitions of people who are at the heart of the community; from schools to website designers and printers, to tradesmen, clothing designers, bakers, café owners and even a local film-maker. Displayed in the Great Pavilion, it showcased the town's unique talents and assets to the delight of the 160,000 people who visited.

RHS Chelsea 2014 was just the beginning - this enchanting exhibit will now be installed locally, in Jephson Garden, as a part of an emerging community and bee garden. The exhibit will then become the focus of a Royal Leamington Spa Flower Festival to be launched in 2015.



Output

The extent and breadth of achievements on this initiative are immense including: the team won a coveted 'RHS Chelsea Silver' medal; a total of £60,000 of in-kind and financial contributions was raised from over 80 businesses in the BID area and beyond; the local community was successfully engaged with 32 'Blooming Buddies' as volunteers; there were 35 entries to the children's 'Dream Garden' competition; a total of 2,000 visits to the Blooming Leamington website; 602 @BloomingLeam Twitter Followers; it attracted extensive regional and national coverage which achieved an estimated advertising value of over £150,000; television coverage included BBC Midlands Today, ITV Central News and BBC North West Today, where the garden was featured 14 times over two weeks for a total time of 18 minutes (EAV £80,000); radio coverage equated to over 15 minutes on air; the team distributed 8,000 copies 'Royal Leamington Spa' exhibit document at the show and 2000 copies locally; and the 'power of flowers' has left a lasting legacy and importantly it has provided the ambition and confidence to take on new collaborative projects to showcase the town.

"This sort of project is what makes this area so alive. Someone has come up with a very good idea, had the drive and determination to make it happen, and local people and businesses rally round to give what help they can. This area just goes out and gets things done – people show tremendous determination and energy and that is a very powerful combination."

Chris White MP for Warwick & Leamington





A Long Line of Eateries

by HEART OF LONDON
Business Alliance

Date Delivered
Ongoing from
April 2013

Cost of the Project
£6,111 (in 2013-14)

Cost to the BID
£2,345 (in 2013-14)

"The 'Long Line of Eateries' design and implementation comes hugely welcome, as it really complements the renovated Leicester Square, and is more in line from what one would expect from a world class area. It also adds a sense of occasion and businesses working together. And it looks great!"

*Darren Earl, General Manager
Yates's Leicester Square*

The Project

The mission was to create and market a new brand and identity to continue to drive footfall and spend to the BID area after a hugely successful Olympic year. The creation of 'Leicester Square - A Long Line of Eateries' united all restaurants, cafes, bars, eateries, pubs, take-aways, ice cream parlours, cinemas, coffee shops and wine bars encircling the Square and its rejuvenated public space under a striking new campaign. The strong visual identity was developed from a series of working groups and discussions with all businesses in the area. Our unifying language had at its heart 'a long line of eateries' which became visually represented by a continuous active line linking banner to banner and venue to venue whilst creating space for each business to project their own brand through colour and logo. The scheme is now a key component in our destination marketing for Leicester Square.

Output

Amongst the measurable outputs on this project are - food & beverage sales up on average 5.9% each month across 2013-14; footfall in Irving Street was up 0.6% year-on-year (SE corner of Square); and footfall in New Coventry Street was up 7.7% (NW corner of Square) (both compared to record footfall during Olympic year of 2012-13). In addition, during the weekend of West End Live 2014, Heart of London hosted a Theatre Emporium housed in a 1920s-style Spiegeltent and supplied screens in Leicester Square for diners to enjoy the action in Trafalgar Square. During this weekend, food & beverage sales were up 3.2% compared to the previous year's event (and up 11.6% compared to the previous weekend), and footfall was also up 5.3% compared to 2013 (and up 9.7% compared to the previous weekend).





Colmore Square

by COLMORE
BUSINESS DISTRICT

Date Delivered
April 2014

Cost of the Project
£350,000 (capital)

Cost to the BID
£350,000 (capital)

The Project

The site was once part of a gyratory road, an element of Birmingham's infamous 'concrete collar' dating from a time when the motorcar was the undisputed king of Birmingham. It was converted into a public space by paving over the road, filling in a subway, adding some lighting and creating some interesting curves in an attempt to disguise its carriageway origins. No real effort was put into aesthetics and attracting people to dwell a while. That was over a decade ago. Colmore Business District (CBD) made it a Business Plan proposition to improve the space during BID1, to improve the attractiveness of the 'modern glass' area of the District (as compared with the Conservation area of CBD further west). It didn't figure on the Local Authority's radar, unlike our first foray at public realm improvement (Church Street Square) and so we were effectively on our own in wanting to fund it. We engaged consultants, who had designed Church Street Square, to design it and settled upon a design that increased the amount of soft landscaping and seating. The centrepiece of the Square is a 'pocket Chess Park', complete with stone chess tables and chairs. CBD-branded chess sets are available to borrow from the reception of the adjacent building.

"Colmore Square is our 'outside reception'; it's the gateway from the Colmore Business District right the way into our offices, so it's really important that it's a welcoming, pleasant environment when our clients are heading here, and indeed when our team are heading here."

Alex Bishop, Partner at Shoosmith's LLP



Output

There is now much more evidence of dwell time in Colmore Square, with people sitting, eating and meeting friends and colleagues at all times of the day, not just lunch times. Feedback from business owners and employees has been overwhelmingly positive. The project put a marker down to the Local Authority that CBD was not content simply to be a junior partner in the City Council's own projects outlined in the Big City Plan. This meant sometimes there were difficulties in getting through the bureaucracy relating to public realm development but CBD pushed through, built relationships and established a name that will take them forward to the next public realm project: Cornwall Street. The Local Authority has decided to co-fund the relocation of an important Tom Lomax sculpture to the amphitheatre section of Colmore Square. The sculpture was put into storage after being displaced during the construction of the Library of Birmingham. We take the Local Authority's intention to be a stamp of approval on our first solo effort at place-making in CBD.



You're on Sea

by SOUTHEND
BID



Date Delivered
**October -
December 2013**

Cost of the Project
£72,000

Cost to the BID
£57,000

The Project

The Southend BID area incorporates what has been historically viewed as two distinct trading areas; the seafront and the High Street. The 'You're On Sea' events programme was established with the goals of linking the two areas, stimulating the early evening economy and establishing the new 'You're On Sea' brand. The events programme launched in early October with a celebration of the Town's Purple Flag award followed by seven Saturdays of Fireworks on the seafront and a packed diary of Christmas events including the lights switch-on, Lantern Procession, Festive Fun Day and Carols for Christmas. The programme launched in October to support traders through a traditionally slower trading period following the summer and leading to Christmas. The events programme was supported with a marketing campaign that incorporated the 'You're On Sea' brand. This included the launch of a new consumer website and social media streams. The streetscape was also enhanced with branded banners, floral schemes and Christmas lights.

Output

Several businesses throughout the High Street and seafront chose to trade for extended hours so footfall increased significantly in comparison to the previous year and car parks within the BID area introduced various initiatives in support of the campaign. A business survey undertaken by the BID also evidenced that there is a real appetite for more 'You're On Sea' events that will be repeated this year. Local businesses also supported the events programme with £20,000+ of sponsorship. This represented almost one third of the total campaign cost.

"The 'You're On Sea' events programme undoubtedly enhanced footfall during a traditionally slow trading time. The events were hugely popular and there was a real feel-good factor in the town. The street looked great with its 'You're On Sea' branding and it is fantastic that the street banners and planters can stay out throughout the year."

Tania Woodley, Costa Coffee





"The success of the Tunnel of Love's in attracting new visitors to Vauxhall amazed every one, local businesses received a spike in footfall as visitors to the tunnel of love stayed on in Vauxhall. The amount of press coverage it received was great as I think it made people think of Vauxhall in a different light and encouraged them to think of the area as more of a destination."

*Jason Dickie, Manager
The Royal Vauxhall Tavern*

Date Delivered
1 February 2014

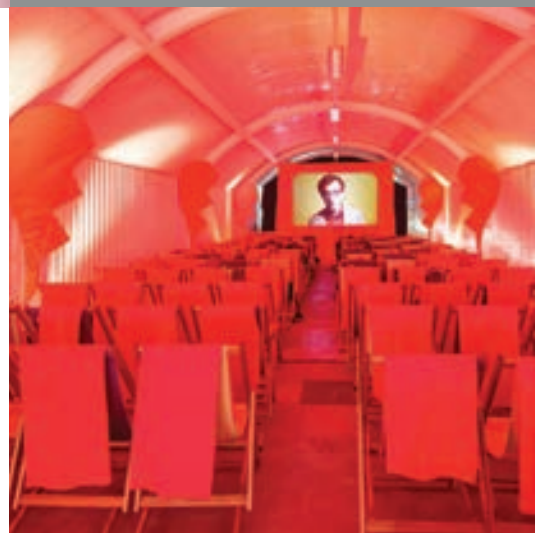
Cost of the Project
£13,588

Cost to the BID
£13,588

Vauxhall Village presents

Tunnel of Love

by VAUXHALL ONE



The Project

Vauxhall Village presents Tunnel of Love turned a disused railway arch in the heart of the BID district into a cinema experience, screening 8 cult classic romantic movies over 4 days around Valentine's day, February 2014. The arch was leased to Vauxhall One BID by Network Rail in order to re-energise and animate the area. The seating used the BIDs colourful deckchairs and blankets and guests watched the movies on wireless headphones meaning that even whilst films were being screened passers-by could enjoy the locally sourced market and bar run by the BID to generate revenue. Stall holders included a local chocolatier, local florist, romantic photo booth and a romantic chocolate fondue pot from a local start up. Tunnel Of Love featured in Elle magazine, Metro, The Londonist, Twenty Something London, London Town, Doing Something, and achieved listing in Time Out London as the #1 to do in London on Valentine's day. Tickets (£7.50) were sold through We got tickets, with profits going to local homeless charity Thames Reach who operate a shelter in Vauxhall.



Output

A total of 2,000 tickets were sold for eight films screened over four days. There was a £3,300 profit made by the bar (this included the profit from Christmas-themed movie screenings) and was subsequently donated to local charity Thames Reach.





Norwich City Hosts Volunteer Scheme

by NORWICH BID

The Project

Norwich City Hosts is a unique approach to city rangers or ambassadors and uses local people with a passion for the city on a voluntary basis to meet, greet and direct visitors. Norwich BID developed the concept using inspiration from the 2012 Olympic Games Makers. They felt that there was a pride in Norwich and its people and that this could be reflected in a voluntary scheme where local people could represent their city. The City Hosts are highly visible and aim to ensure visitors leave Norwich fulfilled with a positive impression of the city and its community. The 40+ strong volunteer team are from a variety of backgrounds from retired individuals looking for a hobby to students looking to improve their English skills and the unemployed looking to increase employment opportunities. Norwich City Hosts are hard to miss, wearing highly visible BID-branded "Here to Help" blue tabards, they are out on the streets of Norwich every day of the week.



"It's great news that, Inspired by 2012 and the Games Makers, Norwich have launched the City Host scheme. I wish the team luck and look forward to hearing how the scheme develops."

Lord Coe



Date Delivered
Ongoing

Cost of the Project
£35,000

Cost to the BID
£27,900



Output

So far the City Hosts have made contact with over 35,000 individuals. On average 17% of the enquiries received are made by local people and 83% are from visitors. The majority of enquiries made to the City Hosts are regarding Norwich attractions (40%) and businesses (32%). The long-term plan for the scheme is to have a bank of more than 100 City Host volunteers who will be seen out and about in the city seven days a week, from 10am- 6pm.



Late Night Levy Exemption

by NOTTINGHAM BID



Date Delivered
July 2014

Cost of the Project
£nil

Cost to the BID
£nil

The Project

In July 2014 Nottingham City Council became the fifth local authority to introduce the late night levy. The Council's consultation was conducted on the basis that BID levy payers who would be affected would be granted a small reduction in the amount they would, otherwise, be charged. Most BIDs would have taken the opportunity to campaign against the introduction of the levy. Instead, the Nottingham BID chose to enter into lengthy, but constructive, negotiations to persuade Council officials of the real impact of its services on improving community safety. These services include Taxi Marshals, Street Ambassadors, funding for Street Pastors, Best Bar None, RadioLink, Exclusion Orders, consumer safety messages and information and guidance for licensed premises. The result of the negotiations was the creation of a new citywide community safety partnership of the BID, the Police and the Council, that will result in jointly operated community safety services and expenditure of over £1million between 2015 and 2020. This led to an acknowledgement of the value of the BIDs contribution and a complete exemption for all BID levy payers in the current or any future expanded BID area.

Output

A total of 89 licensed premises in the BID area are exempt from liability for the late night levy, collectively saving them £165,018 a year. The BID levy paid by these premises continues to provide the successful services that have been proven to have significant benefits to community safety that would have been threatened if the same premises had been made to pay the late night levy. The BID will now work as part of a proactive citywide partnership to further improve feelings of safety in the city, particularly around licensed premises and the evening economy. The cost to those licensed premises now enjoying exemption is generally lower than they would pay by way of late night levy. There has been significant demand from licensed premises beyond the current BID area to be included within any extended area at renewal. As the BID approaches renewal, support, understanding and appreciation amongst licensed premises is substantial. The BID and the Council have an even stronger working relationship as a result of the negotiations - something that would have been at risk if the BID had elected for a combative, protesting role.



"The Nottingham BID has gone above and beyond for the licensed premises with its Best Bar None scheme, Taxi Marshals and support of the street Pastors. All these services have provided real value for our business and the city. The BID works to secure an exemption from the Late Night Levy for its members and shows its commitment to working on behalf of the businesses to keep improving the trading environment of Nottingham City Centre."

Sophie Carroll, Manager of The Stage



Date Delivered
October 2013

Cost of the Project
£44,165

Cost to the BID
£6,532



The Project

Lower Marsh is a historic street market in Waterloo, which was previously run by the local authority. The market was managed remotely and suffering from years of under-investment. In the face of dwindling trader numbers and a poor local profile, Waterloo Quarter BID successfully negotiated devolved management responsibilities for the market from Lambeth Council under a street trading licence. The market is now run through a subsidiary company of the BID. Waterloo Quarter invested in new market equipment, including uniform market canopies and signage, which dramatically improved the appearance and brand of the market and developed its online presence with a new website, Facebook and Twitter account. The BID runs the market operation for the benefit of the community and actively manages the mix of traders to ensure that the market complements local retailers. Discounted pitch fees are offered to local companies and community groups and schools have been engaged in enterprise activities. In response to local concerns about the lack of affordable, fresh produce for sale in the area, the BID introduced a new Saturday produce market on 1 March 2014. This operation is subsidised through surpluses generated during the week. As part of the Portas Pilot for Lower Marsh and The Cut, a new 'Introduction to market trading' course was established at Morley College, Waterloo's local adult education college.

Lower Marsh Market

by WATERLOO QUARTER

Output

From a low of five registered traders when the BID took on the management of the market, 20 traders now trade on average at Lower Marsh on its busiest days. Sixteen new start-up businesses have been given an opportunity to trade on the market - including three that have completed the Morley College 'Introduction to market trading' course - and six local community groups were given free and heavily discounted stalls to promote their projects and services. The market has progressed from a loss-making operation to one that is making a small surplus - all of which is re-invested into the market and other projects of benefit to the local area. In its first year of operation a surplus of £6,500 was reinvested into publicity for the new Saturday market. From a standing start, Lower Marsh Market's social media has gained significant traction and has gained 1,867 Twitter followers since its launch. Press coverage has been impressive and the launch of the Saturday market gained 20 press reviews, including the Standard, Telegraph and TimeOut.



"The increase in the number of stalls on Lower Marsh and promotion of the street has only been a good thing for local businesses. I notice a marked improvement to my footfall and trade on days when market stalls are outside my shop."

Rebecca Rivers, Waterloo Body Station and Rivers Remedies





Mission Christmas

by LIVERPOOL BID

Date Delivered
Christmas 2013

Cost of the Project
£40,000

Cost to the BID
£20,000

"I was delighted that the BID Company decided to get involved in Mission Christmas as it provided retailers with a great way to support an amazing cause. As a Liverpool business it was a brilliant platform for us to give something back to the city, engage with our customers and support those less fortunate. The feedback from our customers was tremendous and created a true sense of togetherness at such a special time."

Ian Silverberg, Silverberg Opticians

The Project

This year, for the second year running City Central & Commercial District BID joined Radio City as official sponsors of Mission Christmas 2013 - Liverpool's largest toy appeal. The Mission was to make Christmas magical for the City's neediest children. Listeners were asked to buy a toy and drop it off where they saw a Mission Christmas sign. The BID retailers and businesses were provided with branded material to support the campaign including posters; collection boxes; collection tins; and a branded vehicle. As the official sponsors of Mission Christmas, the BID's logos appeared on all marketing materials. On November 22nd Mission Christmas launched in Clayton Square. Radio City presenters Rossie and Claire were on hand with the crew to encourage shoppers to donate. Courage the Cat got to meet camels, giants and Roller Birds. To promote this activity presenters had talked this up on air during the week. On November 29th Radio City hosted 'Bring a Gift to Work Day' at Exchange Flags. Rossie along with Courage the Cat and the crew collected toys from local businesses and their employees. Engaging with the businesses and workplaces, everyone got into the spirit of Mission Christmas including the Mayor. On December 6th Liverpool got festive for Mission Christmas by wearing their Christmas Jumpers. From Rossie and Claire, to Simon Greening and even Dance DJ Lee Butler, all our presenters wore their wildest winter woollies and encouraged listeners to donate and do the same. On air they promoted the BID activity in the city from the Happy Hookers statue transformations to the snow fall and carol singing in Clayton Square.



Output

City Central & Commercial District BID became a huge part of Radio City's programming and reached hundreds of thousands of listeners. Over six weeks Radio City 96.7 and City Talk 105.9 delivered BID key messages and this campaign reached 627,000 adults who heard the promotion on average 8.92 times, which equates to 34.68% of the population living in Radio City 96.7 and City Talk 105.9's transmission area. With 61,764 'likes' on Facebook and 50,325 followers on Twitter, this activity helped spread the Mission Christmas messages to over 112,000 extra listeners. The listeners and businesses donated over 70,000 toys worth a half a million pounds and helping over 21,000 children.



Date Delivered
Jan to April 2013

Cost of the Project
Nil

Cost to the BID
Nil

Water Works in the City Centre

by TRURO BID



The Project

Late in November 2012 the BID was informed of South West Water's intention to undertake a major programme of sewerage works that would entail the closure of an important section of the Truro BID area for a continuous period of sixty weeks and with the works to commence in April of the following year. At this stage, the business community in the affected area was unaware of the proposals and the potential damage that could be caused to their trading performance. The Truro BID recognised the severity of the proposal and undertook a programme of communication with the affected businesses, facilitating the initial dialogue between the contractors and the businesses, setting up a liaison group, securing the involvement of the local MP, City Council and Cornwall Council. Meetings were held with South West Water, letters were written to Directors and regular updates were produced and circulated to businesses in the affected area. Unlike other initiatives that the Truro BID delivers, there was no allocated budget or resource, no events plan or a specific reference in their business plan. However, what was in place was the credibility of the BID as the authoritative voice of business with the resources, skills and influence to change the programme. It is a strong demonstration of the impact that a BID can have when faced with the unexpected.

Output

Faced with an initial proposal of sixty continuous weeks of major works necessitating full road closures and with a lead-in time of just four months and in an area of Truro that is predominately made up of small independent businesses, the BID managed to radically alter the schedule through negotiations with the contractors. As a result, the programme was reduced to a phased thirty-nine weeks, with a commencement date of September 2013 and with a clear six week break for Christmas trading. The delayed start date enabled the businesses to better plan for the impacts. A communications plan was put in place with an open meeting for all affected businesses, the establishment of a liaison group and regular updates being delivered to all businesses in the area prior to the works commencing. A dedicated section on the BID website hosted the latest updates and contact details for businesses to use. At this stage, this was the only communication that the businesses received in relation to the water and sewerage works.

"Being located on Victoria Square in Truro, the planned programme of works presented a massive challenge to our trading conditions with access to and visibility of our business under significant threat. Many of the city's bus routes, including the park & ride service, stop outside our store and bring much needed customer flow through our doors. We knew nothing about the planned works until we were informed by the Truro BID team and their support in getting the programme changed to something more manageable was invaluable. We also received regular updates from the BID and attended the liaison meetings. Without the BID, we would not have known about the works in advance, would not have been able to add our voice to the negotiations and ultimately, our businesses would clearly have suffered as a result."

Sid Weeks, Store Manager, Malletts Home Hardware





Date Delivered
2 January 2014

Cost of the Project
£15,000

Cost to the BID
£0

The Project

The Fitzrovia Partnership BID undertook a full brand review in 2012/13 and created the 'consumer' umbrella branding of @Fitzrovia. One of the first initiatives of promoting the shopping experience in Fitzrovia - via shop@Fitzrovia - was to host a stand at the 2014 Ideal Homeshow. Taking place over a week in March, it involved the BID raising the street's and the retailers' brand profiles and positioning the street as "London's Capital for Homeware". The BID attended the show for 17 days, and during that time, the event attracted around 300,000 visitors who had an opportunity to visit our stand and engage with us. The stand promoted Tottenham Court Road as a destination and highlighted the 21 homeware stores that can be found on the street. To encourage data capture the BID ran a competition where 13 homeware businesses donated a prize each towards the £15,000 competition give-away. Competition entrants just had to select the prize they wanted to win and where then also were given the chance to win an additional £5,000 in gift vouchers to spend in participating Tottenham Court Road retailers.

The Ideal Home Show

by THE FITZROVIA PARTNERSHIP

"The Ideal Homeshow event for Tottenham Court Road was the best campaign I've seen celebrating the street and its unique positioning within London. The concept, co-ordination, execution and participation was incredible - it was a pleasure to be involved with and we genuinely can't wait until next year."

Elaine Cross, General Manager Hammonds



Output

The event was considered to be a huge success by local businesses with 38% of participants reporting significant increases in footfall during the promotion and for the two weeks remaining until the end of the month. Official footfall figures showed a week-on-week increase of 7.2% averaging out over the promotional period and a year-on-year increase of 22%. The competition winners' data – they received over 2,000 entrants to the competition - provided further opportunity to generate marketing opportunities for the BID and their retail members at Tottenham Court Road, therefore providing a direct return on investment for the prizes. Significant increases in their web traffic at enjoyfitzrovia.co.uk were also recorded - it 'enjoyed' 1,877 visits – 84% of which were unique visitors due to the campaign. They also gave out over 6,000 branded Shop@Fitzrovia Tottenham Court Road goodie bags with their BID members' marketing literature in them, and further literature promoting the area and the BID's services.



Chinese New Year

by MANCHESTER BID

Date Delivered
1 January 2014

Cost of the Project
£20,000

Cost to the BID
£20,000

The Project

The BID supported and expanded the annual Chinese New Year celebrations in Manchester in order to draw more footfall to the retail core. As well as enhanced public realm dressing (2,500 lanterns were hung in city centre trees for two weeks), retailers were also encouraged to run promotions and offers related to Chinese shoppers and brands, as well as highlight tax free shopping options in the city centre. The BID also organised a Chinese food market in the retail core with traders from the city's Chinatown, to forge closer links between the city's retailers and the Chinese community.

Output

Measurable outputs included - over 90,000 people attended the Sunday event, 15,000 more than the previous year; the city's shopping streets saw an average uplift in footfall of +68.5%; coverage included BBC North West Tonight, Daybreak, BBC Radio Manchester, Key 103, Guardian Guide, The Independent; Cath Kidston on King Street reported a 125% year on year increase in sales on Sunday, Henri Lloyd in St Ann's Square experienced an 83% uplift in spend, Boots on Market Street saw a 41% hike in sales, while Selfridges in Exchange Square experienced an overall spend uplift of 12% throughout the final weekend; and more recognition for the event on a national level, thanks to the BID's access to marketing channels hence this has led to approaches from potential sponsors and other stakeholders for the 2015 event and positioned the BID as a major catalyst in driving the event forward.



"The BID's involvement in an expanded Chinese New Year led to a direct increase in sales and footfall for Selfridges and other retailers compared to previous years. The diverse range of consumer events and retailer activations connected Chinese shoppers to the city centre and also brought in non-Chinese shoppers from further afield who wanted to engage with the retailers and brands. Overall, it was a huge success and something we want to grow year on year."

Selfridges, Exchange Square





SPLASH Creative

by FALMOUTH BID

Date Delivered
13-22 September 2013

Cost of the Project
£10,000

Cost to the BID
£6,000

The Project

Falmouth has artistic links stretching back over 100 years since the founding of an arts college in 1902. Surprisingly there hasn't been an annual festival that seeks to celebrate this creative spirit and so SPLASH Creative was created by the BID in 2013. Strategically, later season September was chosen, tying into business need and demand – an event that would raise profile, drive in additional footfall and spend post Summer. With an open invite to explore, SPLASH activity includes - SPLASH Bites – delectable activity in the town's shops and retail spaces! Re-imagining and temporarily re-using, business and green spaces in ways you wouldn't expect; #Splashtale – a creative writing competition with a quirky SPLASH twist, #Splashtale has seen the winning story told daily across Twitter (search #Splashtale); SPLASH Words – storytelling, songs and poems via performance street poets; The Train Residency – artists capturing life on board and around the Maritime Regional Line through sketches and illustrations with the works put on display in businesses in the town; and SPLASH Sound – cello on the beach plus musical events performed online.

"SPLASH has given the people and businesses of Falmouth the chance to enjoy and share in the creativity of our town. From theatre performances, to poetry and music on the streets, it's been a feast of art and entertainment! The Art Trail Project in particular was a great way of connecting the businesses of the town with the festival via the showcasing of original, contemporary artworks in their shop windows. Great efforts by the Falmouth BID and another excellent project delivered by Richard Wilcox and his team, a resounding success."

*Louise Connell, Director,
Falmouth Art Gallery*



Output

Despite its size (smallest town BID in Cornwall) the Falmouth BID has established numerous sustainable marketing and business partnerships over the past five years, realising many projects through match funding arrangements and more. The SPLASH budget from the BID was small - £10,000. This, however, was more than doubled through match-funding partnerships, grant arrangements and sponsorship to enable a more effective schedule to be organised, managed and promoted. A total of 5,000 additional visitors during the week measured through online evaluation and business engagement with many businesses reporting a 1-6% increase in takings. In addition, £40,000 worth of regional PR garnered through a sustained SPLASH campaign plus significant National profile that included a focus on SPLASH on BBC One's Sunday Morning Live (28 September) show. A total of 30 community volunteers giving up time to support; 35 businesses engaged via event hosting and activity; 40 locally based artists, performers and agencies utilised; three leading visitor attractions involved (Falmouth Art Gallery, Gyllyngdune Gardens, National Maritime Museum Cornwall)



Open for Business

Social Media Campaign during and after the floods

by WORCESTER BID

"Worcester BIDs promotion of the fact that the city and the hundreds of businesses within it were very much #open4business was fantastic and our tenants really appreciated their leading role. The fact that businesses were retweeting and demanding to be photographed for the campaign was a clear example of its effectiveness. Without doubt, if Worcester BID hadn't undertaken such an innovative, high profile campaign, which included promoting the parking offer that we ran, the CrownGate's tenants would have suffered a downturn in trade far greater than they actually did and for a much longer period of time."

Sara Matthews, Marketing Manager
CrownGate Shopping Centre

The Project

The month of February 2014 saw devastating floods hit the UK and Worcester was severely affected with the River Severn reaching record levels. The river runs through the BID area and the regional and national media were conveying the false message that the city centre was effectively closed. It was half term as well as Valentine's Day when the floods peaked so traders were hoping that trade would be its busiest since Christmas. The BID wanted to turn a negative situation which had implications for the local economy into an awareness raising exercise to convey that the businesses were open and that with thought, accessibility into the city centre was fully achievable. Although it was inevitable that businesses would see a downturn in trade, partners sought to act quickly to reduce the damage. They set up a social media campaign predominantly via Twitter with the handle #open4business and used a chalkboard for High Street businesses to be photographed outside their business with. It had the message 'Worcester is #open4business' along with the 'Shop, Eat, Play, Live Worcester' brand. A total of 120 businesses were happy to be involved and then use their own national twitter account to promote the message. The BID took adverts out in regional media in the aftermath of the floods and had a Facebook competition for the public to carry the message that the town was open.

Output

An 18.7% drop in footfall on the High Street (year on year) during the week of the floods was turned into just a 0.2% drop the week after the peak of the flood and then an 8.4% increase the following week. Extensive media coverage was achieved including: a live blog on the Worcester News website which carried all #open4business messaging; the #open4business campaign praised in the House of Commons; the lead story on BBC Midlands Today highlighting the success of the scheme; total audience reach via media interviews and press releases was 1,827,162; total media opportunities over the two-week period was 26; 400 Twitter followers gained - up 25%; over 300 tweets posted/re-tweeted by the BID; and Facebook Flyer reach of 84,832.

Date Delivered
2 January 2014

Cost of the Project
£9,500

Cost to the BID
£9,500

LIST OF ALL BIDs AND RESPONSES (excl. industrials)

	Responded 2013	Responded 2014
Babbacombe	X	X
Barnstaple	Y	Y
Bath	Y	Y
Bedford	Y	Y
Beeston	Y	X
Birmingham Acocks Green	X	Y
Birmingham Broad Street	Y	Y
Birmingham Colmore	Y	Y
Birmingham Erdington	Y	Y
Birmingham Jewellery Quarter	X	X
Birmingham Kings Heath	Y	Y
Birmingham Northfield	Y	X
Birmingham Retail	Y	Y
Birmingham Southside	Y	Y
Birmingham Soho Road	N/A	X
Birmingham Sparkbrook	N/A	Y
Blackburn	N/A	Y
Blackpool	Y	Y
Bournemouth Coastal	Y	Y
Bournemouth Town	Y	Y
Brighton	Y	Y
Bristol Bedminster	N/A	Y
Bristol Clifton	X	X
Bristol Broadmead	Y	Y
Bristol Gloucester Road	N/A	X
Bury St Edmunds	Y	Y
Camberley	Y	Y
Camborne	Y	Y
Cambridge	Y	X
Chichester	Y	Y
Coventry City	Y	Y
Darlington	Y	Y
Dartmouth	N/A	y
Derby Cathedral	Y	X
Derby St Peters	Y	Y
Dorchester	Y	Y
Durham	Y	X
Eastleigh	N/A	Y
Falmouth	Y	Y
Great Yarmouth	Y	Y
Guildford	Y	X
High Wycombe	Y	Y
Hinckley	Y	Y
Hitchin	Y	Y
Hull	Y	Y
Huntingdon	Y	Y
Ipswich	Y	Y

Ireland Dublin	Y	Y
Ireland Dundalk	X	X
Kendal	N/A	X
Lancaster	X	Y
Leamington	Y	Y
Letchworth	N/A	Y
Lincoln	Y	Y
Liverpool Retail	Y	Y
Liverpool Commercial	Y	Y
London Angel	Y	Y
London Baker Street	Y	Y
London Bankside	Y	Y
London Bayswater	Y	Y
London Bexleyheath	Y	Y
London Bridge	Y	Y
London Brixton	N/A	Y
London Camden	Y	Y
London Croydon	Y	Y
London Ealing Broadway	Y	Y
London Fitzrovia	Y	Y
London Hammersmith	Y	Y
London Harrow	N/A	Y
London Ilford	Y	Y
London Inmidtown	Y	Y
London Kingston	Y	Y
London Leicester Square	Y	Y
London Leytonstone	Y	Y
London New Addington	Y	Y
London New West End	Y	Y
London North Bank	N/A	Y
London Orpington	Y	X
London Paddington	Y	Y
London Piccadilly & St James	Y	Y
London Streatham	X	Y
London Sutton	Y	Y
London Twickenham	N/A	Y
London Vauxhall	Y	Y
London Victoria	Y	Y
London Waterloo	Y	Y
London West Ealing	N/A	Y
London Wimbledon	Y	Y
Loughborough	Y	Y
Lowestoft	N/A	X
Manchester	Y	Y
Mansfield	Y	Y
Melton Mowbray	Y	Y
Newbury	Y	Y
Newcastle	Y	Y

Newquay	Y	Y
Northampton	Y	Y
Norwich	Y	Y
Nottingham	Y	Y
Oldham	X	X
Otley	N/A	X
Paignton	X	X
Penrith	Y	Y
Plymouth City	X	Y
Plymouth Waterfront	X	Y
Preston	Y	X
Reading	X	Y
Royston	Y	Y
Rugby	Y	X
Salisbury	N/A	X
Scotland Aberdeen	X	Y
Scotland Alloa	Y	Y
Scotland Bathgate	Y	Y
Scotland Clarkston	X	X
Scotland Dunfermline	Y	Y
Scotland Dunoon	Y	X
Scotland Edinburgh	Y	Y
Scotland Edinburgh Grassmarket	Y	Y
Scotland Elgin	Y	Y
Scotland Giffnock	N/A	Y
Scotland Falkirk	Y	Y
Scotland Hamilton	X	Y
Scotland Inverness	Y	Y
Scotland Loch Ness & Inverness	N/A	Y
Scotland Kirkcaldy	Y	Y

Scotland Kirkwall	Y	Y
Scotland Largs	Y	Y
Scotland Lerwick	Y	Y
Scotland Milngavie	N/A	X
Scotland Oban	Y	Y
Scotland Sauciehall Street	N/A	Y
Scotland South Queensferry	X	Y
Shrewsbury	N/A	Y
Skipton	Y	X
Solihull	Y	X
Southend	Y	Y
Southport	N/A	Y
St Austell	Y	Y
Stratford upon Avon	Y	Y
Sunderland	N/A	Y
Sutton Coldfield	Y	Y
Swindon	Y	Y
Tavistock	X	X
Torquay	X	Y
Truro	Y	Y
Wales Merthyr Tydfil	Y	Y
Wales Swansea	Y	Y
Wellingborough	X	X
Weston	Y	X
Wimborne	Y	Y
Winchester	Y	Y
Worcester	Y	Y
Worthing	X	Y

LIST OF ALL INDUSTRIAL BIDS

	Responded 2013	Responded 2014
Albion	Y	X
Astmoor	X	Y
Blackburn	Y	X
Brackmills	Y	X
Cater	X	X
Cowpen	X	X
Halebank	X	Y
Hartlepool	N/A	Y
Lancing	Y	Y
Langthwaite	X	X
London Argall	Y	Y
London Garratt Park	Y	Y

London Hainault	X	Y
London Kimpton	Y	Y
London Newham	N/A	Y
London Riverside	Y	Y
London Willow Lane	X	Y
Longhill & Sandgate	Y	X
Manor Royal	N/A	Y
Scotland Clackmannanshire	Y	Y
Segensworth	Y	Y
Sheffield Lower Don Valley	N/A	X
Winsford	Y	Y
Witham	X	X



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