



Q1 APRIL 2020

QUARTERLY BID BAROMETER

Business Improvement Districts
in the British Isles

INTRODUCTION

British BIDs has traditionally produced an [annual survey](#) of BIDs in the British Isles, with 2019 being the thirteenth year of the survey. As BIDs have become greater in number and more important in their impact it became clear that a more regular collection of data was needed, hence this new BID Barometer. It will be produced each quarter and will cover the same data sets as the annual survey but will be more current and thus we hope more useful.

Of course, this very first quarter is at a dramatic time – the COVID-19 virus pandemic is affecting BIDs across all parts of the British Isles and we are tracking BIDs at possibly their greatest numbers for some time.

As with the annual survey the purpose and uses of this new BID Barometer are multiple. It allows a quarterly snapshot to be taken of the BID community in the United Kingdom and Ireland for policy makers, both local and national; it allows chief executives of BIDs to benchmark themselves against their peers and colleagues; it allows Boards of BIDs to both benchmark and identify key performance indicators for their BIDs; it allows levy payers and members of BIDs to ensure that they are getting all the services that they should, and it allows new and developing BIDs to design their services and operations in the most effective fashion.

The Barometer uses the quantitative data from the Business Plans of each BID as it comes to ballot.

STRUCTURE OF THE BAROMETER

THE BAROMETER IS IN FOUR SECTIONS: **THE NATIONAL PICTURE** FOR BID_s, SHOWING TOTALS IN VARIOUS CATEGORIES; **THE AVERAGES OF DATA** FOR BID_s; **KEY BALLOT DATA** FOR BID_s; AND SOME **TIME SERIES DATA** ON BID_s FOR THE PAST TEN YEARS



**THE NATIONAL
PICTURE**



**THE AVERAGES
OF DATA**



**KEY BALLOT
DATA**



**TIME SERIES
DATA**



THE NATIONAL PICTURE FOR BIDS

BY COUNTRY, REGION & TYPE

The total active BID community in Great Britain, Northern Ireland, and Ireland totals 328.

There is clearly a regional spread of BIDs, with the major cities having the highest proportion by levy income, but interestingly not necessarily the highest number of hereditaments. This is most plausibly a reflection of differing rateable values across the country.

1. BIDs by region and country, showing hereditaments, income and %

Region	Number of BIDs	Number of Hereditaments	Total Levy Income	% Hereditaments	% Income
East Midlands	10	5422	£4,459,071	4.1%	3.4%
East of England	28	11382	£10,086,338	8.7%	7.7%
Greater London	70	19245	£42,552,489	14.6%	32.6%
Ireland	6	8815	£5,374,468	6.7%	4.1%
North East England	6	3105	£2,987,278	2.4%	2.3%
North West England	29	12187	£8,616,178	9.3%	6.6%
Northern Ireland	8	3552	£3,054,540	2.7%	2.3%
Scotland	37	11807	£6,213,042	9.0%	4.8%
South East England	36	16226	£12,807,739	12.3%	9.8%
South West England	33	14165	£9,605,371	10.8%	7.4%
Wales	16	3855	£4,905,992	2.9%	3.8%
West Midlands	32	13136	£10,955,871	10.0%	8.4%
Yorkshire and the Humber	17	8673	£8,912,943	6.6%	6.8%
	328	131570	£130,531,320	100.0%	100.0%



2. BIDs by Country

Region	Number of BIDs	Number of Hereditaments	Total Levy Income	% Hereditaments	% Income
England	261	103541	£110,983,278	78.7%	85.0%
Ireland	6	8815	£5,374,468	6.7%	4.1%
Northern Ireland	8	3552	£3,054,540	2.7%	2.3%
Scotland	37	11807	£6,213,042	9.0%	4.8%
Wales	16	3855	£4,905,992	2.9%	3.8%

Types of BIDs

There is an increasing variety in the types of BIDs, with a move away from the original 'crime and grime' retail led high street BIDs to a much more nuanced range of BIDs that reflect their different business communities, with industrial BIDs morphing into mixed area and commercial bodies.



3. BIDs by type, showing incomes and hereditaments

BID Type	Number of BIDs	Number of Hereditaments	Levy Income	% Hereditaments	% Income
Area Bid	2	1667	£778,000	1.3%	0.6%
Business Park	6	1939	£2,066,719	1.5%	1.6%
City Centre	14	9941	£10,159,245	7.6%	7.8%
Commercial	6	2232	£7,544,564	1.7%	5.8%
Destination	2	1354	£1,570,482	1.0%	1.2%
Digital BID	1	386	£70,000	0.3%	0.1%
Evening Economy	1	0	£36,378	0.0%	0.0%
Food & Drink	1	35	£18,500	0.0%	0.0%
Industrial	20	3624	£2,609,716	2.8%	2.0%
Industrial Park	5	784	£550,797	0.6%	0.4%
Leisure	2	171	£1,821,743	0.1%	1.4%
Mixed Area	11	2980	£8,768,659	2.3%	6.7%
Property Owner	4	268	£3,219,779	0.2%	2.5%
Retail & Leisure	2	1033	£1,115,010	0.8%	0.9%
Retail & Tourism	1	245	£107,000	0.2%	0.1%
Tourism	7	3174	£2,270,770	2.4%	1.7%
Town Centre	241	100981	£87,205,698	76.8%	66.8%
Town Centre/ Tourism	2	756	£618,260	0.6%	0.5%
Totals	328	131570	£130,531,320	100.0%	100.0%



Developing BIDs

The number of BIDs at the development stage area is an important measure, as it gives a sense of the supply chain and growth of the sector. The numbers remain reasonably constant, although it is clear this quarter that a number of BIDs have moved their ballot date or have put their development on hold until after the COVID-19 pandemic.

4. Current Developing BIDs by Country and Region

Region	Number of Developing BIDs
East Midlands	1
East of England	5
North West England	2
Scotland	12
South East England	7
South West England	7
Wales	6
West Midlands	3
Yorkshire and the Humber	5
	48



THE AVERAGES OF DATA

FOR BIDs

The data for individual BIDs is useful to allow BIDs to position themselves against sector benchmarks by way of levy, hereditaments, and income.

Levy Rates for BIDs by Term

The norm for levy rates is still positioned at 1.4, with an interesting spread between BID terms, possibly a reflection of early adopters coming from the higher rateable value areas.

5. Levy rates of current BIDs in % of RV

BIDs by Term	Number of BIDs	Average of BID levy%	Max. of BID levy %
1ST TERM	144	1.5	3.5
2ND TERM	102	1.4	2.5
3RD TERM	69	1.5	5.0
4TH TERM	13	1.1	2.0
Figures all terms	328	1.4	5.0

BID Hereditaments

Hereditaments are a useful analytical tool for a BID, with half of all BIDs having 448 or less, the smallest number at 35 and the largest at 3000. Interestingly, as BIDs mature over their terms, they grow larger by number of hereditaments.



6. Numbers of Hereditaments in BIDs

Term	Total no of hereditaments	Average no of hereditaments	Largest no of hereditaments	Smallest no of hereditaments
1ST TERM	50049	428	1550	35
2ND TERM	43065	439	970	42
3RD TERM	31639	465	3000	41
4TH TERM	6817	620	1000	268
Grand Total	131570	448	3000	35

Levy Income

Levy income is one of the most varied data sets for BIDs, with the early adopters, primarily in the higher rateable value towns and cities, now into their third or fourth terms showing higher average levy incomes.

But again, most BIDs are small, with an average levy income of just over £400,000, and the smallest at £18,500.

7. Levy income for BIDs by Term

Terms	Numbers of BIDs	Total levy income	Average levy income in a BID	Largest levy income	Smallest levy income
1ST TERM	144	£46,993,938	£333,290	£1,650,000	£18,500
2ND TERM	102	£39,080,390	£383,141	£2,521,000	£20,000
3RD TERM	69	£30,561,463	£442,920	£3,728,544	£47,000
4TH TERM	13	£13,895,529	£1,068,887	£4,099,330	£285,691
Grand Total	328	£130,531,320	£401,635	£4,099,330	£18,500



KEY BALLOT DATA

FOR BIDs

Ballot data is one of the most useful BID benchmarks, with the data suggesting both an improved turnout and better voting figures at each term, as BIDs become more experienced at satisfying their levy payers needs.

Ballots of current active BIDs

8. Ballot data of current BIDs for their current term

Term	Average % of turnout	Average % in favour by number	Average % in favour by RV	Max % turnout	Min % turnout
1ST TERM	42.4	73.3	76.5	73.6	25.0
2ND TERM	47.9	74.7	79.8	83.0	22.0
3RD TERM	50.2	81.6	97.5	79.0	33.0
4TH TERM	51.7	82.9	89.9	65.0	30.0
Grand Total	46.2	75.8	82.4	83.0	22.0



Voting data 2010 – 2020

On the other hand, the data for all of the 703 ballots held across all BID terms, shows that there are some failures, both at the ballot stage and mid-term, and that some BIDs have ceased to operate for a range of different reasons.

9. Ballot results for all term of all BIDs 2010 – 2020

Terms	Number of BID ballots	Turnout %	In favour by number %	In favour by RV %
1ST TERM	331	56	62.5	62.2
2ND TERM	180	51	67	71
3RD TERM	82	43.6	90	90
4TH TERM	13	47	75	81
Ceased End of 1st Term	1	41	62	54
Ceased In 1st Term	8	36	66	82
Ceased In 2nd Term	1	55	80	86
Challenge Upheld	1		68	90
Challenged and a rebalot held	1		51	55
UNSUCCESSFUL	85	42	66	40
	703			



TIME SERIES

2010 – 2020

Time series data shows a growth of BIDs since 2010, with a growth of both income and hereditaments.

10. BID data 2010-2020

Survey year	Number of BIDs	Total Levy Income	Total Hereditaments	Income per Hereditament
2010	102	£23,483,888		
2011	112	£22,085,567	19,353	£1,141
2012	129	£39,883,454	54,110	£737
2013	150	£51,847,486	64,150	£808
2014	179	£63,000,000	59,771	£1,054
2015	203	£80,124,969	71,703	£1,117
2016	227	£78,659,124	78,549	£1,001
2017	283	£99,971,741	106,262	£941
2018	305	£110,575,380	120,735	£916
2019	321	£125,205,608	128,785	£972
2020 [Q1]	328	£130,531,320	131,570	£992



**British
BIDs**TM
Leading the BID industry

0845 112 0118

www.britishbids.info

contact@britishbids.info

 [@BritishBIDs](https://twitter.com/BritishBIDs)

 [british-bids](https://www.linkedin.com/company/british-bids)

© Copyright BBIDS Limited (t/a British BIDs): All material is protected by copyright. You may not copy, reproduce, scrape, augment, post or transmit it in any way without permission of BBIDS Limited (trading as British BIDs), the copyright owner. Prior written consent of the copyright holder must be obtained for any use of material. No part may be distributed or copied for any commercial purpose.