British BIDs™ 10

Leading the BID industry for 10 years

Q3 OCTOBER 2020

QUARTERLY BID BAROMETER

Business Improvement Districts in the British Isles

INTRODUCTION

As we said in our second Barometer, three months ago in July, 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 British Isles for policy makers, both local and national; it allows Chief Executives of BIDs to benchmark themselves against their peers and colleagues; it allows Boards of BIDs to both benchmark and identify key performance indicators for their BIDs; it allows levy payers and members of BIDs to ensure that they are getting all the services that they should, and it allows new and developing BIDs to design their services and operations in the most effective fashion.

The first and second quarters were during a dramatic time – the Covid-19 pandemic was, and is still affecting BIDs across all parts of the British Isles and we were able to use the data and the contacts to help the industry and the MHCLG with both the operational funding support and a great deal of training and development. We are now following that up with a more qualitative Annual Resilience Survey, which will come out at the annual conference in November.

This Barometer continues to use the quantitative data from the Business Plans of each BID as it comes to ballot; the British BIDs (Bb) team also analyse BID websites, local papers and social media continually to make sure that our data is as up to date and accurate as possible. We have added some further details in response to members' feedback and will continue to do so.

The Covid-19 pandemic, and the Coronavirus Act 2020, meant that many BIDs were able to delay their ballots until March 2021 and similarly, most of the developing BIDs seem not to be coming to ballot until the future is clearer. Nonetheless, ballots are now starting to take place, and a list of forthcoming ballots is given in this Barometer.

Thus, although the data in this Barometer reflect primarily our continual fine tuning and updating, and new data sets requested by members, the changes quarter on quarter at the moment are small.

STRUCTURE OF THE BAROMETER

THE BAROMETER IS IN FIVE SECTIONS: **THE NATIONAL PICTURE** FOR BIDs, SHOWING TOTALS IN VARIOUS CATEGORIES; **THE AVERAGES OF DATA** FOR BIDs; **KEY BALLOT DATA** FOR BIDs; SOME **TIME SERIES DATA** ON BIDs FOR THE PAST TEN YEARS; AND AN **UPDATE ON BALLOTS** BETWEEN NOW AND MARCH 2021.

THE NATIONAL PICTURE

THE AVERAGES OF DATA

KEY BALLOT DATA

TIME SERIES DATA

UPDATE ON BALLOTS

THE NATIONAL PICTURE FOR BIDs

BY COUNTRY, REGION, TYPE, LEVY SPEND AND HEREDITAMENT

The total active BID community in Great Britain, Northern Ireland, and Ireland now totals 329, one more than last quarter.

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 country and region, showing hereditaments and income and % of totals

Region	Number of BIDs	Total Levy Income	Number of Hereditaments	% by Region	% Income	% by Hereditament
East Midlands	10	£4,459,071	5,422	3.0%	3.4%	4.1%
East of England	27	£9,682,432	10,927	8.2%	7.3%	8.2%
Greater London	69	£45,471,982	19,492	21.0%	34.3%	14.6%
Ireland	6	£5,374,468	8,554	1.8%	4.1%	6.4%
North East England	6	£2,987,278	3,105	1.8%	2.3%	2.3%
North West England	29	£8,616,178	12,189	8.8%	6.5%	9.2%
Northern Ireland	8	£3,054,540	3,592	2.4%	2.3%	2.7%
Scotland	38	£6,283,042	11,910	11.6%	4.7%	8.9%
South East England	37	£13,332,655	16,758	11.2%	10.1%	12.6%
South West England	33	£9,603,448	15,165	10.0%	7.2%	11.4%
Wales	16	£3,490,239	4,068	4.9%	2.6%	3.1%
West Midlands	32	£11,005,871	13,164	9.7%	8.3%	9.9%
Yorkshire and the Humber	18	£9,132,082	8,817	5.5%	6.9%	6.6%
GRAND TOTAL	**329**	**£132,493,286**	**133,163**	**100.0%**	**100.0%**	**100.0%**

There is still a 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.

2. BIDs by type, showing levy spend and hereditaments and by %

BID	Number of BIDs	Total Levy Spend	Total Hereditaments	% Levy	% Hereditaments
Area BID	3	£1,074,311	1,667	1%	1%
Business Park	8	£2,203,885	1,874	2%	1%
City Centre	24	£21,029,868	18,295	16%	14%
Commercial	5	£7,467,564	2,096	6%	2%
Destination	2	£1,570,482	1,354	1%	1%
Digital BID	1	£70,000	386	0%	0%
Flood Defence Project	1	£219,139	34	0%	0%
Food & Drink	1	£18,500	35	0%	0%
Industrial	18	£2,429,550	3,264	2%	2%
Industrial Park	6	£670,797	1,084	1%	1%
Leisure	2	£1,871,926	370	1%	0%
Mixed Area	13	£11,695,348	4,115	9%	3%
Property Owner	4	£6,059,779	268	5%	0%
Retail & Leisure	3	£5,214,340	1,633	4%	1%
Retail & Tourism	1	£107,000	245	0%	0%
Tourism	7	£2,270,770	4,174	2%	3%
Town Centre	228	£67,901,767	91,513	51%	69%
Town Centre/Tourism	2	£618,260	756	0%	1%
GRAND TOTAL	**329**	**£132,493,286**	**133,163**		

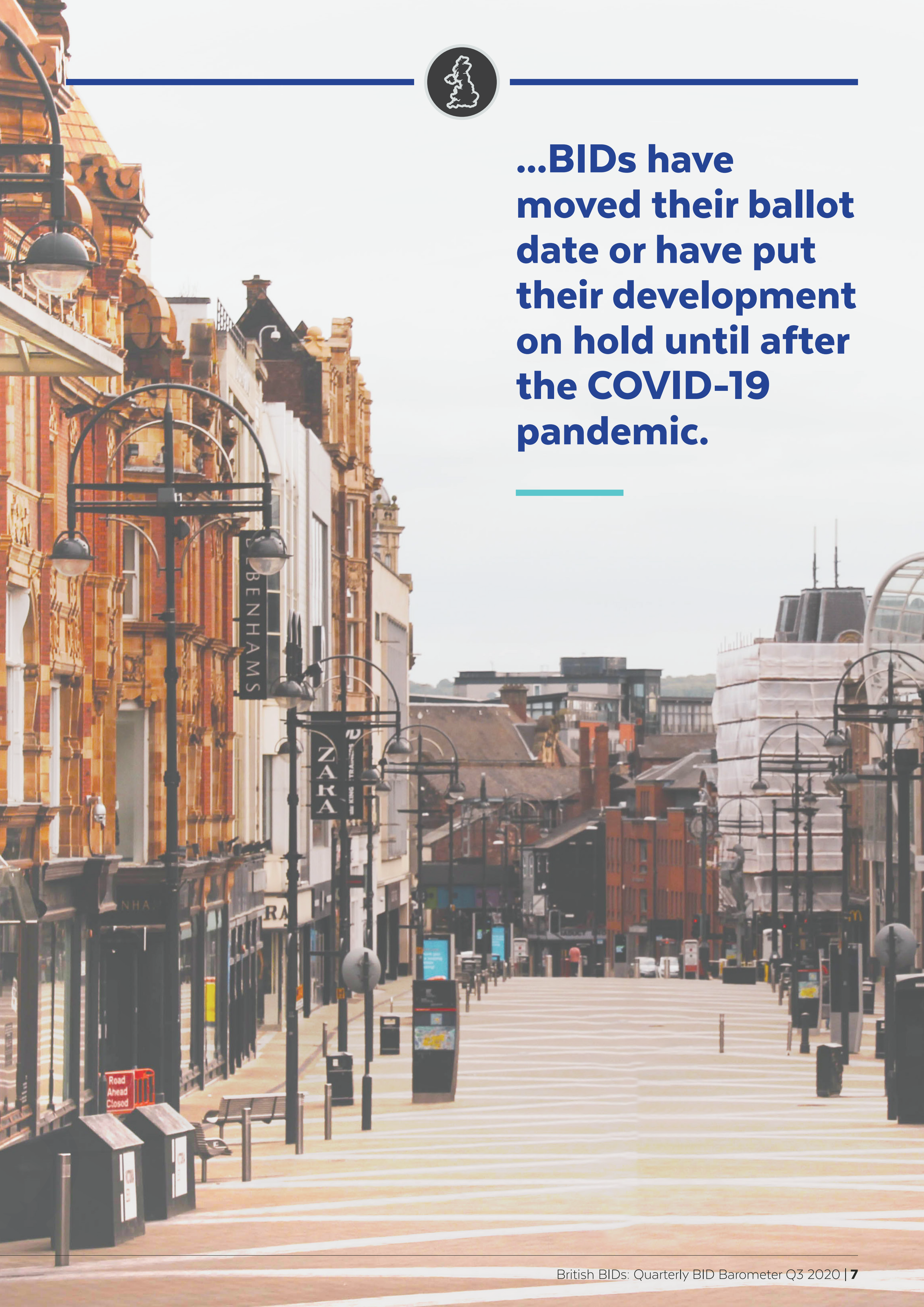
Developing BIDs

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. We shall continue to monitor ballots for developing BIDs and update the industry through our weekly Ballot Watch.

3. Current developing BIDs by country and region

Country or Region	Number of Developing BIDs
East Midlands	1
East of England	5
Greater London	2
North West England	2
Scotland	12
South East England	10
South West England	7
Wales	6
West Midlands	3
Yorkshire and the Humber	5
Gibraltar	1
Grand Total	**54**



...BIDs have moved their ballot date or have put their development on hold until after the COVID-19 pandemic.

THE AVERAGES OF DATA

FOR BIDs

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

Levy rates for BIDs by term

The average for levy rates is still at 1.4%, with an interesting spread between BID terms, possibly a reflection of early adopters coming from the higher rateable value areas. The larger levy rates tend to come from the Industrial BIDs, which have fewer hereditaments.

4. Levy rates of current BIDs in % of RV

BIDs by Term	Average of BID levy %	Max. of BID levy %
1ST TERM	1.5	3.5
2ND TERM	1.4	2.5
3RD TERM	1.5	5.0
4TH TERM	1.1	2.0
AVERAGE ALL TERMS	**1.4**	**5.0**

BID hereditaments by terms

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 3,000. Interestingly, as BIDs mature over their terms, they grow larger by their average number of hereditaments.

5. Numbers of Hereditaments in BIDs

Term	Total No. of Hereditaments	Average No. of Hereditaments	Max No. of Hereditaments	Min No. of Hereditaments
1ST TERM	51,117	433	1,550	35
2ND TERM	43,746	433	970	42
3RD TERM	31,109	471	3,000	41
4TH TERM	7,016	585	1,000	199
GRAND TOTAL	**132,988**	**448**	**3,000**	**35**

Types of BIDs

Again, the variety of BIDs is shown by a spread of hereditaments across the different types, with some specialist BIDs such as Food and Drink and Industrial showing some interesting numbers and the smallest traditional retail BID having 66 levy payers.

6. BID hereditaments by type of BID

BID Type	Total number of Hereditaments	Average number of Hereditaments	Minimum number of Hereditaments	Maximum number of Hereditaments
Area BID	1667	834	667	1000
Business Park	1874	268	50	739
City Centre	18295	795	367	3000
Commercial	2096	524	200	890
Destination	1354	1354	1354	1354
Digital BID	386	386	386	386
Flood Defence Project	34	34	34	34
Food & Drink	35	35	35	35
Industrial	3264	204	41	380
Industrial Park	1084	181	95	300
Leisure	370	185	171	199
Mixed Area	4115	412	96	1000
Property Owner	268	67	39	128
Retail & Leisure	1633	544	355	678
Retail & Tourism	245	245	245	245
Tourism	4174	596	103	1013
Town Centre	91513	440	66	1550
Town Centre/Tourism	756	378	336	420
Grand Total	**133163**	**445**	**34**	**3000**

Levy Income

Levy income is one of the most varied data sets for BIDs, with the early adopters, primarily in the higher ratable 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. Mean Levy income for BIDs by Term

Terms	No. of BIDs	Total levy income	Average levy income in a BID	Max levy income	Min levy income
1ST TERM	145	£48,812,644	£341,347	£3,180,000	£18,500
2ND TERM	104	£40,938,053	£393,635	£2,521,000	£20,000
3RD TERM	67	£28,796,877	£429,804	£3,728,544	£47,000
4TH TERM	13	£13,945,712	£1,072,747	£4,099,330	£285,691
GRAND TOTAL	**329**	**£132,493,286**	**£405,178**	**£4,099,330**	**£18,500**

some specialist BIDs such as Food and Drink and Industrial are showing some interesting numbers

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.

Upcoming ballots up to June 31 2021
One key challenge for BIDs in the next six months will be the issue of ballots. The Coronavirus Act allowed ballot dates to be extended until 31 March 2021, but the effect of that is a bunching of ballots. **This will affect the national levy payers, who will be dealing with some 86 BIDs whose terms come to an end in the next 12 months, and 53 whose terms end by March 31 and thus need to come to ballot very soon.**

8. Ballot data of current BIDs for their current term

Country or Region	Number of BID terms ending by March 31
East Midlands	2
East of England	1
Greater London	14
Ireland	1
North West England	6
Northern Ireland	2
Scotland	6
South East England	3
South West England	3
Wales	6
West Midlands	5
Yorkshire and the Humber	4
Grand Total	**53**

In the next quarter we have eight key ballots, and it will be vital to see how BIDs perform at ballot during the Covid-19 pandemic.

8b. Key 2020 Ballot dates

BID	Ballot Date
Nottingham	15/10/20
Ulverston	22/10/20
Felixstowe	11/11/20
Winsford Industrial Estate	19/11/20
Altrincham	27/11/20
Newquay	10/12/20
Ballymena	17/12/20
Purley	11/12/20

Ballot outcomes of current active BIDs

BIDs most certainly measure themselves by way of their ballot data, and rightly so. The mean is the most used data measure for each of the key indicators – the turnout % of votes by number and the % of votes by RV. The data suggest an improvement at each term of a BID.and thus need to come to ballot very soon.

9. Mean Ballot data for current BIDs for their current term

Terms	No. of BIDs	Total levy income	Average levy income in a BID	Max levy income	Min levy income
1ST TERM	145	£48,812,644	£341,347	£3,180,000	£18,500
2ND TERM	104	£40,938,053	£393,635	£2,521,000	£20,000
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GRAND TOTAL	**329**	**£132,493,286**	**£405,178**	**£4,099,330**	**£18,500**

Maximum of data for BID Ballots

However, BIDs are always interested in who has been the 'best' in their ballot. So, the maxima of the measures by BID term are also given here, purely for interest.

10. Maximum of data for BID Ballots

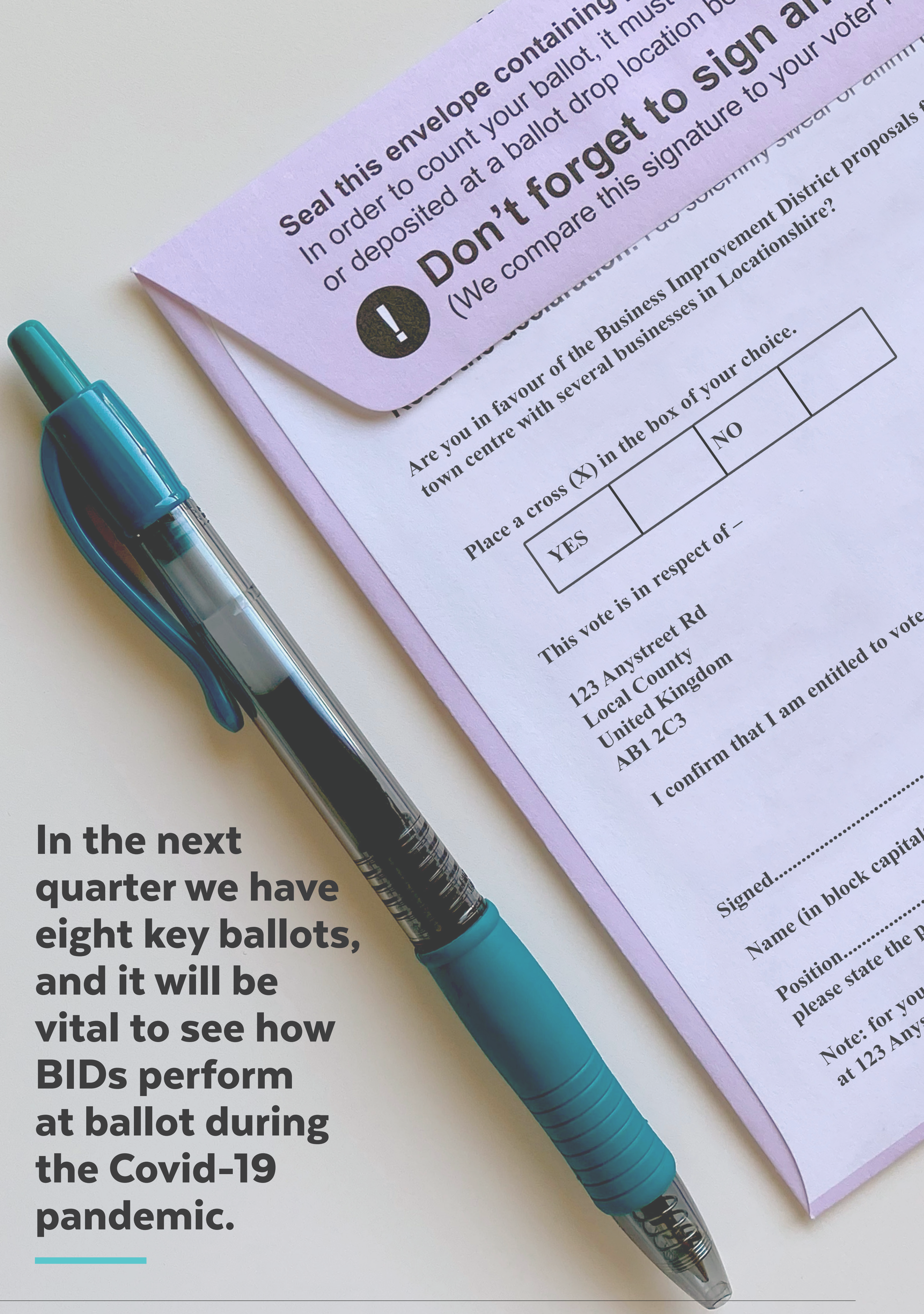
Terms	Maximum BID Turnout	Maximum in favour by number	Maximum in favour by RV
1ST TERM	73.6	98.0	98.0
2ND TERM	83.0	99.0	99.0
3RD TERM	79.0	96.0	98.0
4TH TERM	65.0	92.0	97.0
GRAND TOTAL	**83.0**	**99.0**	**99.0**

Outcomes for all BIDs all terms 2004—2020

On the other hand, the data that we currently have for 749 outcomes across all BID terms, shows that there are some failures at the ballot stage, and that some BIDs have ceased to operate for a range of different reasons, both mid-term and at the end of their term.

11. Outcomes for all term of all BIDs 2004—2020

Terms	Numbers of Ballots or other outcomes	Average % Turnout	Average % in Favour by Number	Average % in Favour by RV
1ST TERM	352	43.4	73.5	75.2
2ND TERM	189	49.0	75.1	79.5
3RD TERM	84	50.3	81.4	95.2
4TH TERM	13	51.7	82.9	89.9
ALTERATION BALLOT	1			
CEASED END OF 1ST TERM	8	39.3	69.0	70.3
CEASED END OF 2ND TERM	1	46.0	76.0	63.0
CEASED END OF 3 YEAR TERM.	1	60.0	87.0	93.0
CEASED IN 1ST TERM	8	34.0	64.6	72.6
CEASED IN 2ND TERM	1	55.0	80.0	86.0
CHALLENGE UPHELD	1	31.0	68.0	90.0
CHALLENGED AND A REBALLOT HELD	1		51.0	55.0
UNSUCCESSFUL	86	47.7	47.1	46.9
UPCOMING BALLOTS	18			
GRAND TOTAL	**764**	**46.0**	**71.7**	**75.6**



In the next quarter we have eight key ballots, and it will be vital to see how BIDs perform at ballot during the Covid-19 pandemic.

TIME SERIES

2010 – 2020

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

12. 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 [Q3]	**329**	**£132,493,286**	**133,163**	**£994**

ENGLISH GOVERNMENT FUNDING

AND SUPPORT FOR THE HIGH STREET

The story of the English government funding for developing town centres and the high street is complex[1], with originally three separate funding streams: Towns Fund[2], Future High Streets Fund[3] and the Heritage Action Zone[4]; worth in total some £3.6 billion, and some overlap in terminology and indeed money[5]. This was then augmented by another £50m of EU funding to respond to Covid-19.

This is a vital new and very large source of innovation and growth in our high streets and following the latest government announcement[6] the time seems right to try and produce a clearer picture. The Scottish, Irish and Welsh administrations are dealing with these matters differently, and for Scotland particularly the Scotland Improvement Districts[7] is providing data.

The database that Bb is developing for these projects suggests that there are potentially around 283 projects, with 221 high streets, town, or city centres involved in one or other of the funding streams, and thus far, 102 of the projects have some BID involvement. We will be monitoring as best we can the outcomes of these projects, as they clearly will be the key drivers of our town and city centres in the 'New Normal'.

Regions	Projects
East Midlands	23
East of England	30
Greater London	7
North East England	5
North West England	40
South East England	17
South West England	35
West Midlands	35
Yorkshire and the Humber	29
Grand Total	**221**

1 Soult, Graham. https://www.cannyinsights.com/2020/01/08/explainer-high-streets-task-force-versus-future-high-streets-fund-and-towns-fund/
2 https://www.gov.uk/government/publications/towns-fund-further-guidance
3 https://www.gov.uk/government/news/1-billion-future-high-streets-fund-expanded-to-50-more-areas
4 https://www.gov.uk/government/news/95-million-to-revive-historic-high-streets
5 https://www.channel4.com/news/factcheck/factcheck-johnson-on-new-3-6bn-towns-fund
6 https://www.gov.uk/government/publications/towns-fund-further-guidance
7 https://improvementdistricts.scot/

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0845 112 0118
www.britishbids.info
contact@britishbids.info
@BritishBIDs
british-bids