



**British  
BIDs<sup>TM</sup>**  
Leading the BID industry

Q1 APRIL 2021

# QUARTERLY BID BAROMETER

Business Improvement Districts  
in the British Isles

# EXECUTIVE SUMMARY

1

The total number of BIDs in Great Britain, Northern Ireland, and Ireland now totals 322, **seven less than last quarter.**

2

BIDs have been extremely successful during this pandemic, as demonstrated by nationwide ballot results.

3

Ballot turnout in the pandemic was on average 41.53%; and the ballot results by rateable value were 84.27% and by number 84.27%. This is a better performance than normal; **with an average of over 7% improvement** in both Rateable Value (RV) and number compared to pre-pandemic results.

4

The total levy money invested by BIDs is £132,140,089 per annum.

5

There are 127,051 businesses paying BID levies.

6

There have been 50 ballots since the lockdown in March 2020.

7

Four out of 50 ballots have been failures and at least two BIDs have decided not to go forward because of the Covid-19 pandemic.

8

The time series data show a growth of BIDs since 2010, with a growth of both income and hereditaments.

9

During this pandemic year, there was a reduction by 7 BIDs and thus a concomitant reduction in hereditaments and total levy invested.

# INTRODUCTION

Early in 2020, as the Covid-19 pandemic started, there was a concern across the BID industry that the pandemic would cause major problems with ballots, levy collection, enforcement, events, and the delivery of projects; we were concerned about the BID industry being transformed negatively by the pandemic, whilst never doubting the necessity of BIDs in managing its impacts, and in planning for recovery.

Some of these concerns have proved unfounded, but there can be no doubt of the significance of the pandemic and its impact on the places that are the focus of our industry, BIDs have been extremely successful during this pandemic, as demonstrated by national ballot results and levy payment rates.

However, the major industry change brought about by the pandemic has not just been about BIDs, ballots, and the collection of the levy. It is the changes that towns, city centres and out of town trading estates will be undergoing as a very different economy emerges following the growth of online business, e-commerce, working from home and people's aspirations for a new way of working. We have yet to see the full outcome of some of these changes, but many BIDs are already demonstrating voice and leadership in shaping what this future looks like, whilst delivering to the immediate challenges of reopening and recovery.

The purpose and uses of this BID Barometer continue to be multiple. It allows a 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.

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 scan BID web sites, local papers and social media continually to make sure that our data are 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. There have been 50 ballots since the lockdown in March 2020 and we were concerned about both turnout and success rates; in fact, the ballot data has been extremely positive and only four out of 50 ballots have been failures. Two BIDs that we know of have decided not to go forward.

Thus, although the data in this Barometer reflect our continual fine tuning and updating, the changes quarter on quarter remain small.

# STRUCTURE OF THE BAROMETER

THE BAROMETER IS IN FOUR 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.



**THE NATIONAL  
PICTURE**



**THE AVERAGES  
OF DATA**



**KEY BALLOT  
DATA**



**TIME SERIES  
DATA**





# THE NATIONAL PICTURE FOR BIDS

BY COUNTRY, REGION, TYPE, LEVY SPEND AND HEREDITAMENT

The total established BID community in Great Britain, Northern Ireland, and Ireland now totals 322, seven less 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	Number of hereditaments	Levy income	% by region	% by hereditaments	% by income
East Midlands	10	4,556	£4,506,576	3.1%	3.6%	3.4%
East of England	28	11,192	£9,795,652	8.7%	8.8%	7.4%
Greater London	69	17,490	£46,591,141	21.4%	13.8%	35.3%
Ireland	6	8,291	£5,447,732	1.9%	6.5%	4.1%
North East England	6	3,105	£2,987,278	1.9%	2.4%	2.3%
North West England	29	11,589	£8,474,608	9.0%	9.1%	6.4%
Northern Ireland	8	3,152	£2,754,209	2.5%	2.5%	2.1%
Scotland	35	11,558	£6,107,305	10.9%	9.1%	4.6%
South East England	37	16,856	£13,404,081	11.5%	13.3%	10.1%
South West England	33	15,410	£9,571,620	10.2%	12.1%	7.2%
Wales	14	3,428	£3,129,770	4.3%	2.7%	2.4%
West Midlands	30	12,285	£10,580,841	9.3%	9.7%	8.0%
Yorkshire and the Humber	17	8,139	£8,789,276	5.3%	6.4%	6.7%
<b>TOTAL</b>	<b>322</b>	<b>127,051</b>	<b>£132,140,089</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



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

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

BID type	BIDs	Total hereditaments	Levy income	% type	% hereditaments	% income
Area BID	3	1,667	£1,074,311	0.9%	1.3%	0.8%
Business Park	8	1,899	£2,297,378	2.5%	1.5%	1.7%
City Centre	26	19,226	£21,971,541	8.1%	15.1%	16.6%
Commercial	5	2,496	£7,467,564	1.6%	2.0%	5.7%
Destination	2	1,354	£1,570,482	0.6%	1.1%	1.2%
Digital BID	1	386	£70,000	0.3%	0.3%	0.1%
Flood Defence Project	1	34	£219,139	0.3%	0.0%	0.2%
Food & Drink	1	35	£18,500	0.3%	0.0%	0.0%
Industrial	16	2,741	£2,089,329	5.0%	2.2%	1.6%
Industrial Park	6	1,084	£670,797	1.9%	0.9%	0.5%
Leisure	2	370	£1,871,926	0.6%	0.3%	1.4%
Mixed Area	14	4,083	£12,693,662	4.3%	3.2%	9.6%
Property Owner	4	268	£6,979,779	1.2%	0.2%	5.3%
Retail & Leisure	3	1,633	£5,215,010	0.9%	1.3%	3.9%
Retail & Tourism	1	245	£107,000	0.3%	0.2%	0.1%
Tourism	7	4,374	£2,270,770	2.2%	3.4%	1.7%
Town Centre	220	84,400	£64,934,641	68.3%	66.4%	49.1%
Town Centre/Tourism	2	756	£618,260	0.6%	0.6%	0.5%
<b>TOTAL</b>	<b>322</b>	<b>127,051</b>	<b>£132,140,089</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



## Developing BIDs

The number of BIDs at the development stage is an important measure, as it gives a sense of the supply chain and growth of the sector. There are currently 56, two more than the last quarter, although at least one of these is a BID that failed in ballot and is coming back again with a different Business Plan. Clearly some of these will await the full reopening and many may review their plans then.

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	4
Greater London	5
North West England	3
Scotland	12
South East England	10
South West England	7
Wales	4
West Midlands	4
Yorkshire and the Humber	6
<b>TOTAL</b>	<b>56</b>



**The number of BIDs at the development stage is an important measure, as it gives a sense of the supply chain and growth of the sector.**





# THE AVERAGES OF DATA

FOR BIDs

The data for BIDs are provided to allow BIDs to position themselves against sector benchmarks by way of levy, hereditaments and income. This data rarely changes quarter to quarter, but it is reported here for convenience.

## Levy % rates for BIDs by term

The average for levy rates is now at 1.42%, with a small 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 by term, in % of RV

BIDs by term	Average of BID levy %	Maximum BID levy %	Minimum BID levy %
1st term	1.49	3.50	0.015
2nd term	1.38	2.50	0.01
3rd term	1.45	5.00	0.011
4th term	1.21	2.30	0.01
5th term	0.65	0.65	0.65
<b>TOTAL</b>	<b>1.42</b>	<b>5.00</b>	<b>0.01</b>



## 5. Levy % rates of current BIDs by type, in % of RV

Type	Average BID levy %	Maximum BID levy %	Minimum BID levy %
Area BID	1.13	1.25	1
Business Park	1.83	3.00	0.015
City Centre	1.40	5.00	1
Commercial	1.09	1.50	0.8
Destination	1.50	1.50	1.5
Industrial	1.36	3.00	1
Industrial Park	1.00	1.00	1
Leisure	1.00	1.00	1.00
Mixed Area	1.00	2.00	0.28
Property Owner	0.91	1.00	0.65
Retail & Leisure	1.25	1.60	0.65
Retail & Tourism	1.50	1.50	1.5
Tourism	1.74	1.95	1.5
Town Centre	1.47	3.50	0.011
Town Centre/Tourism	1.59	1.68	1.5
<b>TOTAL</b>	<b>1.42</b>	<b>5.00</b>	<b>0.01</b>



## BID hereditaments by terms

Hereditaments are a useful analytical tool for a BID, with the average BID having 446, the smallest number at 29 and the largest at 3,000. Interestingly, as BIDs mature over their terms, they continue to grow larger, with an increase in their average number of hereditaments.

### 6. Numbers of Hereditaments in BIDs by term

Term	Total no. of hereditaments	Average no. of hereditaments	Max no. of hereditaments	Min no. of hereditaments
1st term	41,266	417	1,550	29
2nd term	46,591	440	1,000	42
3rd term	29,959	483	3,000	41
4th term	8,635	508	1,000	190
5th term	600	600	600	600
<b>TOTAL</b>	<b>127,051</b>	<b>446</b>	<b>3,000</b>	<b>29</b>

## 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 fourth or fifth terms showing higher mean levy incomes.

But again, many BIDs are small, with an average levy income of just over £400,000, and the smallest is £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	116	£37,165,918	£323,182	£1,460,170	£18,500
2nd term	118	£48,804,823	£420,731	£4,100,000	£20,000
3rd term	65	£26,855,754	£413,165	£3,728,544	£42,395
4th term	22	£15,213,594	£691,527	£1,957,000	£124,600
5th term	1	£4,100,000	£4,100,000	£4,100,000	£4,100,000
<b>TOTAL</b>	<b>322</b>	<b>£132,140,089</b>	<b>£414,232</b>	<b>£4,100,000</b>	<b>£18,500</b>



## 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 very varied numbers and the smallest traditional retail BID having 66 levy payers.

### 8. BID hereditaments by type of BID

BID type	Number of BIDs	Total number of hereditaments	Average number of hereditaments	Minimum number of hereditaments	Maximum number of Hereditaments
Area Bid	3	1,667	834	1,000	667
Business Park	8	1,899	271	739	50
City Centre	26	19,226	769	3,000	379
Commercial	5	2,496	499	890	200
Destination	2	1,354	1,354	1,354	1,354
Digital BID	1	386	386	386	386
Flood Defence Project	1	34	34	34	34
Food & Drink	1	35	35	35	35
Industrial	16	2,741	211	380	41
Industrial Park	6	1,084	181	300	95
Leisure	2	370	185	199	171
Mixed Area	14	4,083	371	1,000	29
Property Owner	4	268	67	128	39
Retail & Leisure	3	1,633	544	678	355
Retail & Tourism	1	245	245	245	245
Tourism	7	4,374	625	1,200	103
Town Centre	220	84,400	437	1,550	66
Town Centre/Tourism	2	756	378	420	336
<b>TOTAL</b>	<b>322</b>	<b>127,051</b>	<b>446</b>	<b>3,000</b>	<b>29</b>



# KEY BALLOT DATA

FOR BIDs

Ballot data are 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.

During the current Covid-19 pandemic there were major concerns over ballots, which were unfounded; 50 ballots resulted in 46 successful outcomes and four failures.

## Ballot data during the pandemic March 23rd 2020 – March 31st 2021

### 9. Ballot success data in the pandemic from March 23rd 2020

BID term	Average turnout	Average in favour by number	In favour by RV	BIDs
1st term	49.00	77.00	78.00	3
2nd term	40.56	77.98	82.94	23
3rd term	41.44	81.99	80.87	9
4th term	41.48	89.99	90.61	10
5th term	44.00	99.50	99.70	1
<b>TOTAL</b>	<b>41.53</b>	<b>81.78</b>	<b>84.27</b>	<b>46</b>

### 10. Ballot failure data in the pandemic

Outcome	Average turnout	Average in favour by number	Average in favour by RV	BIDs
Unsuccessful	23.25	49.37	48.13	4
<b>TOTAL</b>	<b>23.25</b>	<b>49.37</b>	<b>48.13</b>	<b>4</b>



## 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.

### 11. Ballot data for current established BIDs for their current term

BID Term	Average turnout %	In favour by number %	In favour by RV %
1st term	42.2	73.3	76.3
2nd term	48.1	75.2	79.9
3rd term	50.3	81.8	98.2
4th term	51.7	82.9	89.9
<b>TOTAL</b>	<b>46.2</b>	<b>76.0</b>	<b>82.4</b>

## Maximum of data for BID Ballots

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.

### 12. Maximum of data for BID Ballots

BID term	Maximum BID turnout	Maximum in favour by number	Maximum in favour by RV
1st term	88.00	98.00	99.00
2nd term	83.00	98.64	99.00
3rd term	79.00	98.48	99.91
4th term	65.00	96.20	99.00
5th term	44.00	99.50	99.70
<b>TOTAL</b>	<b>88.00</b>	<b>99.50</b>	<b>99.91</b>



## Outcomes for all BIDs all terms 2004–2020

The data that we currently have for all 672 successful ballots continues to show a general improvement in ballot results in each term.

### 13. Data for all successful ballots since 2004

BID term	Average turnout	Average in favour by number	Average in favour by RV	Number of successful ballots
1st term	43.50	73.72	75.43	348
2nd term	48.36	75.67	79.84	210
3rd term	49.32	81.44	84.27	89
4th term	47.39	86.13	90.22	23
5th term	44.00	99.50	99.70	1
Alteration ballot				1
<b>TOTAL</b>	<b>45.86</b>	<b>75.81</b>	<b>78.49</b>	<b>672</b>

On the other hand, the data that we currently have for all of the 793 outcomes across all BID terms show that there are some failures at the ballot stage, and that some BIDs have ceased to operate for a range of different reasons, both within their term and at the end of their term. The data aggregate all outcomes, so the reasons for failures are not so evident.





#### 14. Outcomes for all term of all BIDs 2004–2020

Terms	Average turnout	Average in favour by number	Average in favour by RV	Ballot result
<b>1st term</b>	43.48	73.48	75.22	356
<b>2nd term</b>	48.38	75.63	79.79	211
<b>3rd term</b>	49.32	81.44	84.27	89
<b>4th term</b>	47.39	86.13	90.22	23
<b>5th term</b>	44.00	99.50	99.70	1
<b>Alteration ballot</b>				1
<b>Ceased end of 1st term</b>	39.29	69.00	70.29	8
<b>Ceased end of 2nd term</b>	46.00	76.00	63.00	1
<b>Ceased end of 3rd term</b>	60.00	87.00	93.00	1
<b>Ceased in 1st term</b>	34.00	64.63	72.57	8
<b>Ceased in 2nd term</b>	55.00	80.00	86.00	1
<b>Challenge upheld</b>	31.00	68.00	90.00	2
<b>Challenged and a reballot held</b>		51.00	55.00	1
<b>Unsuccessful</b>	47.09	47.16	47.38	89
<b>TOTAL</b>	<b>45.77</b>	<b>72.27</b>	<b>74.97</b>	<b>793</b>



**Time series data since 2010 show a growth of BIDs since that year... until this pandemic year, when there was a reduction by 7 BIDs**



# TIME SERIES

2010 – 2020

The time series data since 2010 show a growth of BIDs since that year, with a growth of both income and hereditaments, until this pandemic year, when there was a reduction by 7 BIDs and a concomitant reduction in hereditaments and total levy invested.

## 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	19353	£1,141
2012	129	£39,883,454	54110	£737
2013	150	£51,847,486	64150	£808
2014	179	£63,000,000	59771	£1,054
2015	203	£80,124,969	71703	£1,117
2016	227	£78,659,124	78549	£1,001
2017	283	£99,971,741	106262	£941
2018	305	£110,575,380	120735	£916
2019	321	£125,205,608	128785	£972
2020	329	£132,493,286	133,163	£994
<b>2021 Q1</b>	<b>322</b>	<b>£132,140,089</b>	<b>127,051</b>	<b>£1,040</b>

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