

British BIDs

Quarterly News July 2008



- Bb Summer Conference Review
- New Ask Bb Service
- Bb Future Events
- Bb Chairs Network Review
- BID Focus: Ipswich Central
- The World Business Districts Network
- O2 – It's Your Community Grant
- Management & Administration Overheads
- BID Ballot Results
- Business Rate Supplement Consultation

Bb Summer Conference review

The British BIDs Summer conference took place on Thursday, 26th June overlooking a spectacular view of London from the offices of our hosts for the day [Denton Wilde Sapte](#). The theme of this year's conference was [Innovation and Value](#) and the British BIDs factfile on the same topic was launched at the event (copies available for all Bb members on request).

[Dr Julie Grail of British BIDs](#) welcomed delegates and gave an overview of the current BID scene, and how BIDs are evolving and adapting as evidenced in their levy rates, rules, collection charges and collection rates. Two businesses with interests in BID areas then presented on what they look for and get out of BIDs. [Mark Bourgeois from the Mall Corporation](#) outlined their experiences with successful BIDs in Bristol and Falkirk and the unsuccessful BID campaign in Maidstone. He explained how BIDs fit well with the Mall Corporation's company values. [Martin Wright of Sainsbury's](#) set out the supermarket's BID assessment process, which will be launched shortly. This includes a review of factual aspects (BID proposal), judgemental aspects (Sainsbury's view on e.g.: the appropriateness and rationale of the BID) and finally of 'Sainsbury's Specific' elements (the BID's likely impact on the relevant local Sainsbury's store). **Continued on next page..**



Mark Bourgeois,
The Mall Corporation



Martin Wright,
Sainsbury's

British BIDs

Quarterly News July 2008



Page 2

Bb Summer conference continued...

The assessment is relatively flexible and seeks to ensure the BID is appropriate for the area. Martin Wright also pointed out that the impact of a BID on shrinkage alone can justify the additional cost to Sainsbury's.

After networking over lunch, delegates attended one of two workshops or a study tour.

[Dave Fereday](#), Operations Manager of the Heart of London Business Alliance ran the workshop on Operations and Community Protection. He described how the Heart of London seeks to improve its area through both directly funding and part-funding initiatives such as City Guardians and Pub-watch, but also through working in partnership with all the other agencies working in the area. The group also discussed the importance of monitoring and adapting to changes in an area and how to maintain a strong working partnership.

[Georgina Dawkins](#) from the British BIDs team, ran our Developing BIDs Masterclass. She considered the various stages of BID development, the role of the Board in developing a BID and challenges - such as communicating with multiple retailers and fully engaging the local authority. The Masterclass also covered the reasons a ballot might fail and what to do next if this happens.

The study tour was led by [Tim Bacon](#) of the Chancery Lane Business Association. Those on the tour saw first hand the challenges presented by the street (narrow pavements being a particular issue) and heard about the study carried out proposing improvements to the area. Tim Bacon also explained how the Association has been successful in pulling together the three local authorities responsible for sections of this one street.

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L-R: Dr Julie Grail, British BIDs; Patrick Knight, Plymouth BID; Paul Clement, Ipswich Central; Christine Lovett, Angel BID

AskBb

British BIDs members can now "AskBb" by emailing askbb@britishbids.info

We will be reporting on the hot topics of each quarter in this newsletter. This month our members asked us about:

- BIDs and VAT
- British BIDs Accreditation
- Property Owner support for BIDs



The British BIDs team
L-R: Dr Julie Grail,
Penny Alexander,
Devika Gopal Agge,
Georgina Dawkins

British BIDs

Quarterly News July 2008



Page 3

Bb summer conference continued..

In the next session delegates heard from three BIDs who have been successful in bringing in additional finance over and above the BID levy. [Patrick Knight, BID Manager of the Plymouth BID](#) presented on how the BID now enjoys additional funding at a ratio to the BID levy of 6:1 (£7.7 m over 5 years). This includes contributions from the council, as well as monies for several services the council now contracts to the BID (car parking, CCTV). A significant amount of income from entrepreneurial activities (such as street markets and events), with more coming from landlords and specific project partners. As well as bringing a significant amount of additional income into the city, the BID has also gained considerable influence. [Paul Clement, Executive Director of Ipswich Central](#) described the process the BID went through to achieve the additional funding needed to achieve the BID's vision. The BID ensured the council maintained their previous contribution to the town, safe and secure projects brought in a CDRP grant and subscription monies for the radiolink. The BID manages its monies tightly and brings in annual interest of £6,000 with associate members paying in £19,000 per annum. However, the BID needed more income to reach its target, and so needed to think creatively. This resulted in the BID having a sponsor, whose logo is always placed next to the BID logo. In the future the BID is considering having a main sponsor, with the potential for sub sponsors, to generate even higher sponsorship income. [Christine Lovett, BID Director of the Angel BID](#) described how she has sought to bring in the additional funding for the BID to ensure it is viable. The Angel BID now benefits from cash-match funding exceeding the BID levy income, as well as free office space worth £28,000 per annum. The cash contribution comes from a range of sources. The Police have put a dedicated team in place for the Angel, aligned to the BID. The shopping centre pays an annual contribution, as does the council.

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Bb Chairs Network review

The regular British BIDs Chairs network took place on Tuesday, 29th April and was kindly hosted by [HammersmithLondon](#) at the Novotel London West. The requested topics for this session were sourcing additional income, financial planning and management and staff pensions.

Following presentations on these subjects the assembled Chairs of existing and developing BIDs continued with a wide-ranging round table discussion.

The discussion covered BIDs and politics, BIDs and the current economic situation, the Business Rate Supplement, how best to communicate with BID levy payers, Government's proposed compulsory national pension scheme, obtaining Section 106 monies for BIDs and the usefulness of BID Accreditation or Mid-term reviews.

British BIDs

Quarterly News July 2008



Page 4

Bb summer conference continued..

Landlords are also contributing annually, and are also approached, along with significant occupiers, for sponsorship on a regular basis. The Angel BID has also been successful in obtaining Section 106 monies for the BID, which are for use on BID management and some BID projects. The BID is consulted on local planning applications so as well as seeking to influence decisions is also well placed to gain funding in this way.

[Stephen Ashworth of Denton Wilde Sapte](#), our sponsor and host, spoke on the future for BIDs. He considered where BIDs have come from and the ongoing issue of formal involvement of property owners in England. He also described the trend we are starting to see of the polarisation in the size of BIDs, with more small or very large BIDs and few in between. Stephen Ashworth also looked at experience in the US and warned that some BIDs will die, while others may become empires. Looking to the future Stephen outlined the potential for BIDs to use their purchasing power and to deliver co-operatives. He also suggested that, as in the US, BIDs could seek contributions to area improvement from residents. He concluded that change will happen and is necessary, good and challenging.

[Dr Julie Grail](#) closed the conference. Summarising the day's presentations she noted the importance of developing BIDs speaking to businesses and stakeholders early in the process and seeking their involvement. She observed that the three BIDs who had outlined their success in drawing in additional funds all enjoyed good and useful working relationship with their local authority. She added that Plymouth has demonstrated that a BID is just the start as far as funding is concerned, Ipswich had shown how a professionally run BID with a strong business model can make such a difference and in Angel the importance of knowing your stakeholders and 'which buttons to press' had reaped significant rewards. **Continued on next page..**

Future events: Book your place now!

Regional BID Surgeries

This autumn the British BIDs team is hitting the road and coming to a town near you. We are holding a series of one day seminars designed to focus on specific technical support and facilitated debates.

- [Leeds, 11th September](#)
- [Milton Keynes, 16th September](#)
- [Glasgow, 26th September](#)
- [Crawley, 9th October](#)
- [Plymouth, 30th October](#)

The seminars will take place between 10.30am and 3.00pm including lunch and networking.

Fees:

- Bb members: Free*
- BURA members: £35 + VAT
- Non-members: £50 + VAT

*note – one free place per member, further places available to members at BURA member rate

More information at

www.britishbids.info/surgery

British BIDs

Quarterly News July 2008



Page 5

Bb summer conference continued..

Julie felt that BIDs should pay heed to Stephen Ashworth's observations especially the perils of empire building. Julie finished by informing delegates of forthcoming British BIDs events and stating how pleased she is at how quickly British BIDs has grown and established itself. Delegates then enjoyed more networking over a glass of wine and the fantastic view of St Paul's cathedral.

This summary along with notes from the conference question and answer sessions is available to British BIDs members at www.britishbids.info

BID focus: Three Firsts for Ipswich Central

Not satisfied with being both the first BID to complete an independent audit and the first BID to gain ISO certification Ipswich Central is also the first BID to go through the British BIDs accreditation process.

Ipswich Central has been operating as a BID for the town centre since April 2007 and has worked hard to deliver tangible benefits on the street including street rangers, cleansing, high profile marketing campaigns, street planters and improved lighting. Its efforts were rewarded by the positive results from their [first independent audit](#), which gave an overall result of 70%. In the five main categories for Ipswich Central, "Safe and Secure" came out top with eighteen out of twenty and "Out and About" was the least successful element with just eleven. "Clean and Bright" and "Target and Tell" both were awarded fifteen and "Look and Feel" thirteen out of twenty. The audit has informed Ipswich Central's focus for its second year of delivery: delivering maximum, highly visible advantages and making sure that everyone understands those benefits, through clever communications.

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Bb Seminar:

Efficient Solutions for BIDs – In Business Parks and Industrial Areas

Our second seminar specifically for those with an interest in BIDs for industrial areas and business parks. The seminar is being hosted by Dacorum Borough Council which is supporting the development of a BID for Maylands (site of the Buncefield oil depot explosion).

The seminar will be looking at efficient approaches to developing BIDs and gaining results for an area.

• **Thursday, 2nd October, 10.00am-3.00pm (optional tour and Q & A session 9am)**

Fees

- Bb Members: £50 + VAT
- BURA Members: £65 + VAT
- Non-members: £80 + VAT
- Early booking deal: Three for the price of two if booked by 2nd September

To book your place at any British BIDs event please email:

bookings@britishbids.info

More information at www.britishbids.info

British BIDs

Quarterly News July 2008



Page 6

Ipswich BID continued..



The BID has also been working hard behind the scenes at the office to achieve the [ISO 9001:2000](#) management systems standard. Ipswich Central was found to demonstrate a high level of quality throughout their business functions. Ipswich Central's commitment to ISO business improvement levels will not only ensure a high quality of performance and delivery for the town centre, but will also demonstrate this commitment to the BID levy payers. No other BID has obtained ISO certification to date.

To complete their hat-trick, Ipswich have recently confirmed their desire to become the first BID to achieve [British BIDs Accreditation](#) – an industry standard to measure a BID's quality management systems. The British BIDs Accreditation System is designed to form a 'mid-term review' of a BID's activities and processes in order to ensure that it is on track for a successful renewal ballot. Ipswich Central will be commencing the accreditation process this month.

For more information on Ipswich Central visit:
www.ipswichcentral.com

The World Business Districts Network

The inaugural conference of the World Business Districts Network for Sustainable Development will take place on 12th September in Paris. The conference is for BIDs, other districts and organisations who are committed to more environmentally sustainable development with the aim of encouraging attendees to sign up to a Sustainable Development Agreement and join the World Business Districts Network. The organisers are looking for expressions of interest by the end of July.

The Network will foster the agreement of Network members on relevant guiding principles and on an action plan with specific and appraisable targets. It will also encourage members to share best practice, know-how and expertise and to set up collaborations, in order to further the advancement of more sustainable development.

Continued on next page..

British BIDs

Quarterly News July 2008



Page 7

Finding Funding

This quarter the Finding Funding focus is on the [O2 – It's You Community Initiative](#). Through this project O2 wants to fund projects that bring people together. Projects that could be eligible are wide-ranging and could include: environmental projects such as turning derelict sites into community gardens, building social clubs for the young and old or recycling projects.

Awards of up to £1,000 are available to local groups and individuals. Applications can be made anytime and up to 60 awards can be considered by the organisation per month. More details can be accessed at: <http://www.itsyourcommunity.co.uk/AboutTheAwards.aspx>

Research item:

Management and Administration Overheads

Our research suggests that the management costs component in BID budgets varies quite considerably. Of 61 BIDs, 52 reported some allocation for management and/or contingency and other overheads. 9 BIDs did not have any allocation for this category. On average the proportion of total budget spent on management and administration tends to be between 15-20% and typically includes a provision for staffing, office, overheads and contingency.

However reporting styles of BIDs tend to vary a lot with some BIDs providing a simple total figure for staffing and overheads, while others provide a breakdown of the sub-categories as well.

In addition, it should be noted that there are variations due to different approaches to management.

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World Business Districts Network continued..

To date, the following municipalities and business districts have pledged to become members of the Network: Atlanta, Barcelona, Berlin, Brussels, Cairo, Canary Wharf, Cape Town, Euroméditerranée (Marseille), Frankfurt, La Fayette, Liverpool, Madrid, Moscow, New Orleans, Seville, Shenzhen, Tokyo Mitsubishi and Vienna.

This network has been set-up by EPAD, the organisation responsible for the business district of Paris La Défense, which is overseeing a major renovation of the area to improve the sustainability and energy-efficiency of all new and existing buildings and infrastructures. EPAD organised the successful first World Business District Summit for Sustainable Development in February.

For more information please contact Bernard Leservoisier at: bleservoisier@epaladefens.e.fr

British BIDs

Quarterly News July 2008



Page 8

Management and Administration costs continued..

Although the vast majority of BIDs have directly employed staff there are some that are being provided by third parties such as the Local Authority as in the case of Liverpool, Plymouth, Bristol Broadmead and Daventry; by a Business Forum in the case of Brighton; and a wider regeneration partnership in Paddington's case. Additionally, some BIDs are in the position of being able to fund all of their management costs out of non-BID levy funds, such as Heart of London who use property owner contributions to resource their team.

Business Rate Supplement Bill

Consultation deadline is 6th August 2008

Calling all comments:

We are keen to submit a comprehensive response to the consultation on the Bill so any BIDs that would like to submit comments to us to be included in the response, please do so by email to juliegrail@britishbids.info by 25th July.

BID Ballot results

The following are BID ballot results since the last newsletter (April 2008)

Yes

- Falkirk
- Essential Edinburgh

No

- Shrewsbury

Forthcoming ballots

(for quarter 3 of 2008)

- Oxford
- Hams Hall
- Alloa (provisional)
- Glasgow (provisional)

For full details of all the ballot statistics visit www.britishbids.info

Editorial notes

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If you have any comments on the content of this newsletter, would like further information on any of the items or would like to provide ideas or content for future editions of the newsletter please send these to contact@britishbids.info