

# The ABC of BID development/renewal



- 12 MONTHS	- 9 MONTHS	- 3 MONTHS	3 MONTHS	ONGOING
<ul style="list-style-type: none"> <li>Place audit</li> <li>Desktop research</li> <li>Business sentiment and priorities</li> <li>SWOT</li> <li>Competitor analysis</li> <li>Financial viability</li> <li>Vision and purpose</li> <li>Proposition</li> </ul>	<ul style="list-style-type: none"> <li>Local and Head office consultation</li> <li>Communications strategy</li> <li>Building the brand</li> <li>Draft business plan</li> <li>Operating agreement</li> <li>Baseline statement(s)</li> <li>Service level agreements</li> <li>Ballot processes</li> <li>Formation of the BID Body</li> <li>BID Proposal</li> </ul>	<ul style="list-style-type: none"> <li>Ballot campaign</li> <li>Publish business plan</li> <li>Establish voting intentions</li> <li>Ballot (min 28 days)</li> <li>Ballot monitoring</li> <li>Announcement of result</li> <li>Challenge and / or veto period</li> </ul>	<ul style="list-style-type: none"> <li>Formation of the board</li> <li>Governance controls</li> <li>Financial procedures</li> <li>Premises</li> <li>Recruitment</li> <li>Project planning, KPIs and budgeting</li> <li>Communications planning</li> <li>Billing statement</li> </ul>	<ul style="list-style-type: none"> <li>KPI monitoring</li> <li>Procedure and governance reviews</li> <li>Review projects and budget/cashflow</li> <li>Independent audit/Mid-term review</li> <li>Ongoing communications – consumer and stakeholder</li> <li>Risk monitoring</li> <li>Staff development</li> <li>Awards &amp; qualifications</li> <li>Focus towards renewal</li> </ul>