

APRIL 2022

# **2022 SPRING BID REPORT**

Business Improvement Districts  
in the British Isles



# EXECUTIVE SUMMARY

1

There are now 331 BIDs in the British Isles, an increase of seven over this time last year; **they contribute £145,759,773 each year to their business communities and between them represent 124,310 businesses.**

2

There have been **13 new BIDs coming through successful ballots in the past twelve months**, a sign that the business community recognizes the importance of BIDs and what they provide to our business communities.

3

**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 50 developing BIDs across the British Isles.**

4

**Hereditaments are a useful analytical tool for a BID**, with the average BID having 439, the smallest number at 29 and the largest at 3,019. Interestingly, as BIDs mature over their terms, they continue to grow larger, with an increase in their average number of hereditaments.

5

Many BIDs remain small, with an **average levy income of £441,696** [last year £416,149], and the smallest is £14,639 [last year £18,500].

6

At the start of the pandemic, two years ago, there were major concerns over ballots; during the past twelve months these were unfounded; there have been **86 ballots with 82 successful outcomes** and four failures.

7

Ballot turnout in the last twelve months, as the pandemic came and went was on average 40.2% and the **ballot results by rateable value were 78.88% and by number 82.6%. This is a better performance than the eighteen-year normal**; with an average improvement of some 6.9 percentage points in the RV vote and 5.98 percentage points in the vote by number, compared to the average 18-year results. Turnout was, however reduced, but only by 5.1 percentage points.

8

The first BID ballot was for Kingston First on November 16th, 2004, and **there have been 879 ballots over the past eighteen years as BIDs have grown in number and moved through their various terms.** The data suggests that there have been 94 Failures [10.6%] out of the 879, of which some of course have gone on to succeed later.

9

**The twelve-year time series data since 2010 shows a steady increase in BID numbers, in both income and hereditaments**, until the pandemic year of 2021, when there was a reduction by 5 BIDs and a concomitant reduction in hereditaments. This was reversed in 2022, with an increase of seven BIDs.

# INTRODUCTION

This collection of data on Business Improvement Districts in the British Isles is part of a regular series, originally quarterly but now half yearly as the data sets have stabilised. It measures the BID environment on March 31st 2022, and is mirrored by an annual BID Survey in the Autumn, which includes a national survey of more detailed information about BIDs.

Two years ago, 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.

In the last two years most of these concerns have proved unfounded; in the last twelve months there have been four unsuccessful ballots, out of the 86 that have taken place.

There can be no doubt of the significance of the pandemic and its impact on the places that are the focus of our industry, and BIDs continue to be extremely successful during this pandemic, as demonstrated by both the national ballot results and levy collection rates.

As we said a year ago, the major industry change brought about by the pandemic has not just been about BIDs, ballots, and the collection of the levy. It continues to be the changes that towns, city centres and out of town trading areas 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, the BID Spring Report for 2022, 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 and boards of BIDs to benchmark themselves against their peers and colleagues, and it allows new and developing BIDs to design their services and operations in the most effective fashion.

This Report uses the quantitative data from the Business Plans of each BID as it comes to ballot, and the British BIDs team scan BID websites, local papers and social media continually to make sure that our data is as up-to-date and accurate as possible.







# STRUCTURE OF THE REPORT

THE REPORT IS IN FOUR SECTIONS:

THE **NATIONAL DATA PICTURE** FOR BIDS ACROSS THE FIVE  
ADMINISTRATIONS IN THE BRITISH ISLES SHOWING DATA IN VARIOUS  
CATEGORIES

**AVERAGES OF DATA** FOR BIDS

**KEY BALLOT DATA** FOR BIDS

**TIME SERIES DATA** ON BIDS FOR THE PAST TWELVE YEARS.



**THE NATIONAL  
DATA PICTURE**



**KEY BALLOT  
DATA**



**THE AVERAGES  
OF DATA**



**TIME SERIES  
DATA**



# 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 at the end of March 2022 totals 331, nine more than the 322 this time last year.

There is clearly a national and 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, income and %

Country or region	Number of BIDs	Number of hereditaments	Levy income	% by hereditament	% by spend
East Midlands	10	4,782	£4,547,132	3.85	3.12
East of England	29	11,087	£9,497,108	8.92	6.52
Greater London	73	19,188	£57,109,376	15.44	39.18
Ireland	5	7,532	£5,332,732	6.06	3.66
North East England	6	2,665	£2,987,277	2.14	2.05
North West England	31	11,172	£9,373,112	8.99	6.43
Northern Ireland	8	2,052	£2,788,228	1.65	1.91
Scotland	34	11,760	£6,253,741	9.46	4.29
South East England	38	14,347	£13,808,245	11.54	9.47
South West England	35	15,484	£10,781,286	12.46	7.40
Wales	14	2,939	£3,259,024	2.36	2.24
West Midlands	31	12,448	£11,350,393	10.01	7.79
Yorkshire and the Humber	17	8,854	£8,672,119	7.12	5.95
<b>TOTAL</b>	<b>331</b>	<b>124,310</b>	<b>£145,759,773</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 BIDs 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

BID type	Number of BIDs	Number of hereditaments	Levy income £	Hereditaments %	Income %
Area BID	8	2,756	£9,530,385	2.42	2.22
Business Park	9	2,085	£2,479,878	2.72	1.68
City Centre	25	18,573	£22,134,620	7.55	14.94
Commercial	5	1,824	£7,746,821	1.51	1.47
Destination	5	2,134	£2,750,482	1.51	1.72
Digital BID	1	386	£70,000	0.30	0.03
Food & Drink	1	35	£14,639	0.30	0.03
Industrial	17	2,387	£2,509,562	5.14	1.92
Industrial Park	6	1,084	£670,797	1.81	0.87
Leisure	2	600	£2,477,811	0.60	0.48
Mixed Area	14	3,910	£13,393,124	4.23	3.15
Property Owner	4	268	£6,979,779	1.21	0.22
Retail	1	418	£745,623	0.30	0.34
Retail & Leisure	3	1,633	£5,215,010	0.91	1.31
Retail & Tourism	1	245	£107,000	0.30	0.20
Tourism	7	3,505	£2,185,450	2.11	2.82
Town Centre	218	81,261	£64,456,706	65.86	65.37
Town Centre/Tourism	3	756	£989,645	0.91	0.61
Cultural	1	450	£1,302,441	0.30	0.36
<b>TOTAL</b>	<b>331</b>	<b>124,310</b>	<b>£145,759,773</b>		



## New BIDs in the past 12 months

There have been 13 new BIDs coming through successful ballots in the past twelve months, a sign that the business community recognizes the importance of BIDs and what they provide for our business communities.

## 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 50, six fewer than this time last year, as some of these have come to successful ballot. Clearly some of these will await the full reopening and many may review their plans then.

We continue to monitor ballots for developing BIDs and update the industry through our weekly Ballot Watch which is available to members.

### 3. Current developing BIDs by country and region

Region	Number of developing BIDs
East Midlands	1
East of England	2
Greater London	5
North West England	2
Scotland	12
South East England	10
South West England	6
Wales	4
West Midlands	5
Yorkshire and the Humber	3
TOTAL	50





**A sign that the business community recognizes the importance of BIDs and what they provide for our business communities.**





# DATA ON BIDs

ACROSS THE BRITISH ISLES

The various data for BIDs are shown here 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 remains at 1.44%, with a small spread between BID terms, possibly a reflection of early adopters coming from the higher rateable value areas.

### 4. Levy % rates of current BIDs, by term

BIDs by term	Average of BID levy %	Maximum BID levy %	Minimum BID levy %
1st term	1.45	3.50	0.02
2nd term	1.40	2.50	0.28
3rd term	1.54	5.00	0.01
4th term	1.44	6.00	0.80
5th term	0.90	1.15	0.65
<b>TOTAL</b>	<b>1.44</b>	<b>6.00</b>	<b>0.01</b>

## Banded levies and ranges of levy

36 BIDs [10.9%] use a banded approach. Others use a range of levy payments depending on type of hereditament or amount of RV; 14 BIDs [3.3%] of BIDs do so.



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

BID type	Average BID levy %	Maximum BID levy %	Minimum BID levy %
Area BID	1.04	1.25	1.00
Business Park	1.38	2.50	0.02
City Centre	1.42	5.00	1.00
Commercial	1.15	1.50	0.80
Cultural	1.60	1.60	1.60
Destination	1.75	2.00	1.50
Industrial	1.88	6.00	1.00
Industrial Park	1.00	1.00	1.00
Leisure	1.18	1.20	1.15
Mixed Area	0.96	2.00	0.28
Property Owner	0.91	1.00	0.65
Retail	1.50	1.50	1.50
Retail & Leisure	1.25	1.60	0.65
Retail & Tourism	1.50	1.50	1.50
Tourism	1.57	1.95	1.00
Town Centre	1.48	3.50	0.01
Town Centre/Tourism	1.56	1.68	1.50
<b>TOTAL</b>	<b>1.44</b>	<b>6.00</b>	<b>0.01</b>



## BID hereditaments

Hereditaments are a useful analytical tool for a BID, with the average BID having 439, the smallest number at 29 and the largest at 3,019. 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

BID term	Number of BIDS	Total number of hereditaments	Average number of hereditaments	Max number of hereditaments	Min number of hereditaments
1st term	93	29,949	389	1,550	29
2nd term	128	46,788	437	1,200	35
3rd term	74	30,781	446	3,019	49
4th term	34	15,592	557	1,210	123
5th term	2	1,200	600	600	600
<b>TOTAL</b>	<b>331</b>	<b>124,310</b>	<b>439</b>	<b>3,019</b>	<b>29</b>





Again, the variety of BIDs is shown by the spread of hereditament numbers across the different types, with some specialist BIDs such as Food and Drink and Industrial showing some very small numbers, and the smallest BID having 29 levy payers.

## 7. BID hereditaments by type of BID

BID type	Number of BIDs	Total number of hereditaments	Average number of hereditaments	Max. number of hereditaments	Min. number of hereditaments
Area Bid	8	2,756	459	1,000	200
Business Park	9	2,085	261	766	50
City Centre	25	18,573	774	3,019	379
Commercial	5	1,824	365	724	200
Cultural	1	450	450	450	450
Destination	5	2,134	711	1,354	280
Digital BID	1	386	386	386	386
Food & Drink	1	35	35	35	35
Industrial	17	2,387	199	380	49
Industrial Park	6	1,084	181	300	95
Leisure	2	600	600	600	600
Mixed Area	14	3,910	355	1,000	29
Property Owner	4	268	67	128	39
Retail	1	418	418	418	418
Retail & Leisure	3	1,633	544	678	355
Retail & Tourism	1	245	245	245	245
Tourism	7	3,505	501	1,200	103
Town Centre	218	81,261	437	1,550	66
Town Centre/Tourism	3	756	378	420	336
<b>TOTAL</b>	<b>331</b>	<b>124,310</b>	<b>439</b>	<b>3,019</b>	<b>29</b>



## Levy Income and business investments

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


BIDs across the British Isles contribute £145,759,773 each year to their business communities, and represent 124,310 businesses.

But again, many BIDs remain small, with an average levy income of £441,696 [last year £416,149], and the smallest is £14,639 [last year £18,500]. The largest single BID levy spend is £4,294,042

### 8. Levy income and business investments for BIDs by term

Terms	Total levy income	Average BID levy income	Max. BID levy income	Min. BID levy income
1st term	£36,656,794	£394,159	£4,294,042	£18,690
2nd term	£53,447,447	£414,558	£4,100,000	£14,639
3rd term	£30,821,518	£416,507	£3,728,544	£42,395
4th term	£19,568,505	£592,985	£1,957,000	£100,000
5th term	£5,265,509	£2,632,755	£4,100,000	£1,165,509
<b>TOTAL</b>	<b>£145,759,773</b>	<b>£441,696</b>	<b>£4,294,042</b>	<b>£14,639</b>



A photograph of a historic city street, likely in London, featuring ornate classical buildings with many windows and balconies. In the background, a modern glass building and a church spire are visible. A tall black lamppost stands on the right side of the street.

**Levy income, and  
thus business  
investment, is  
one of the most  
valuable and  
varied data sets  
for BIDs.**

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# 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.

## All ballots for all BIDs

The first BID ballot was for Kingston First on November 16, 2004, and there have been 879 ballots over the past eighteen years as BIDs have grown in number and moved through their various terms. The data suggests that there have been 94 Failures [10.6%] out of the 879, of which some of course have gone on to succeed later. Nineteen have either ceased mid-term or not gone to a further ballot.

### 9. Data on all ballots for all BIDs from 2004 onwards

BID term	Number of BIDs	Average % turnout	Average % in favour by number	Average % in favour by RV
1st term	368	43.3	73.84	75.6
2nd term	245	47.1	75.68	79.7
3rd term	111	47.4	81.37	84.2
4th term	36	45.7	85.24	88.8
5th term	2	44.0	99.04	99.6
Alteration Ballot	1			
Ceased end of 1st term	9	41.9	71.25	73.1
Ceased end of 2nd term	1	46.0	76.0	63.0
Ceased in 1st term	8	34.0	64.63	72.6
Ceased in 2nd term	1	55.0	80.00	86.0
Challenge Upheld	1	31.0	68.0	90.0
Challenged and a rebalot held	1		51.0	55.0
Unsuccessful	94	47.0	47.09	48.3
Ballot suspended due to COVID-19	1			
TOTAL	879	45.3	72.9	75.7





## Ballot data during the last twelve months

During the past year there were major concerns over ballots, which were in the end unfounded; 86 ballots resulted in 82 successful outcomes and four failures.

Thirteen new BIDs were successful in their ballots during the past year.

### 10. Ballot success data April 1, 2021 - March 31, 2022

BID term	Number of BIDs	Average % turnout	Average % in favour by number	Average % in favour by RV
1st term	13	40.3	82.45	85.4
2nd term	33	39.4	77.72	81.0
3rd term	22	39.3	81.11	84.1
4th term	13	42.7	83.58	86.2
5th term	1		98.57	99.5
Unsuccessful	4	43.9	45.49	63.1
<b>TOTAL</b>	<b>86</b>	<b>40.2</b>	<b>78.88</b>	<b>82.6</b>

Ballot turnout in the last twelve months, as the pandemic came and went was on average 40.2% and the ballot results by rateable value were 78.88% and by number 82.6%.

Despite many people's concerns this is a better performance than the eighteen-year normal; with an average improvement of some 6.9 percentage points in the RV vote and 5.98 percentage points in the vote by number compared to the average 18-year results. Turnout was however less, but surprisingly only by 5.1 percentage points.

## Outcome ballots of current BIDs

The current 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, the % of votes by number and the % of votes by RV. The data suggest on the whole an improvement at each term of a BID by a few percentage points at each ballot.

### 11. Average ballot data for current BIDs in their current terms

BID term	Number of BIDs	Average % turnout	Average % in favour by RV	Average % in favour by number
1st term	93	40.4	78.8	74.8
2nd term	128	44.9	80.8	77.1
3rd term	74	45.7	84.6	81.4
4th term	34	44.9	88.4	84.8
5th term	2	44.0	99.6	99.0
TOTAL	331	43.8	82.0	78.3

## Maxima 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 given here; the best turnout for a current BID was 83%, and the best outcomes by RV and by number were 99.9% and 99.5% respectively.

### 12. Maxima of ballot data for current BIDs in their current terms

BID term	Number of ballots	Maximum % turnout	Maximum % in favour by RV	Maximum % in favour by number
1st term	93	79.0	99.4	98.0
2nd term	128	83.0	98.8	98.6
3rd term	74	79.0	99.9	98.5
4th term	34	69.0	99.0	96.2
5th term	2	44.0	99.7	99.5
TOTAL	331	83.0	99.9	99.5



**The best turnout for a current BID was 83%, and the best outcomes by RV and by number were 99% and 99.5% respectively.**

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# TIME SERIES

2010 – 2022

The twelve-year time series data since 2010 shows a steady increase in BID numbers, in both income and hereditaments, until the pandemic year of 2021, when there was a reduction by 5 BIDs and a concomitant reduction in hereditaments. This was reversed in 2022 with an increase by nine BIDs.

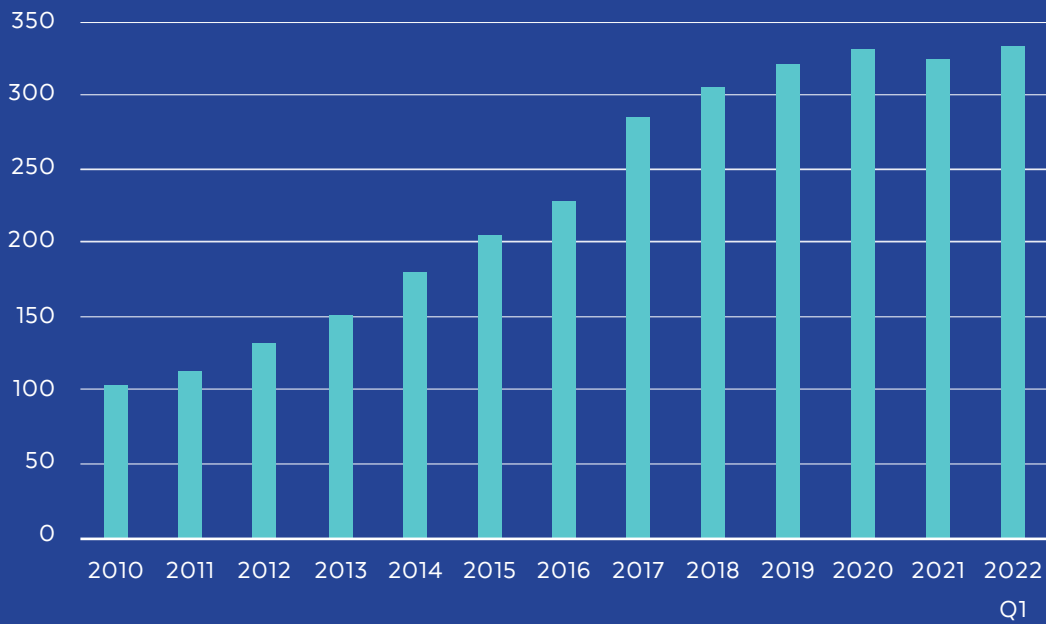
## 13. BID data 2010-2022

Data collection mid-year	Number of BIDs	Total levy income	Total hereditaments	Investments per hereditament
2010	102	£23,483,888		
2011	112	£22,085,567	19,535	£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	329	£132,493,286	133,163	£994
2021	324	£134,979,983	125,023	£1,080
2022 Q1	331	£145,759,773	124,310	£1,172





**Figure 1: Growth in BID numbers 2010-2022**





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