Nationwide BID

Business Improvement Districts

SURVEY 2012

THANK YOU

Grateful thanks go to all those who have contributed to this research and in particular:

Participating BIDs

107 BIDs from England, Wales, Scotland and Ireland

British BIDs Advisory Board

14 organisations assisting with data collection

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EXECUTIVE SUMMARY

The sixth Annual Nationwide BID Survey boasts an enormous 91% response rate from the BID fraternity across the UK and 100% response rate from London BIDs. This amounts to a total of 107 BID responses.

As usual the survey covers a full financial year of data, in this case 2011/12 and therefore the survey point is as at 1st April 2012.

This year's survey focuses on benchmarking a wide range of BID indicators whilst also showcasing the breadth and quality of activity across the country through a series of case studies.

The case studies include examples of:
place branding and communications;
consumer websites and apps;
major events and promotions;
health and well-being initiatives;
Innovative methods for managing crime;
extending shopping hours into evening;
response to town centre disturbances;
parking initiatives; and
green initiatives.

In headline terms:

- almost 55,000 businesses pay BID levies
- in 129 BIDs
- total investment in BID areas is over £91 million

- BID Levy Rates
  44% of levy rates are between 1% and 2%

- BID Hereditaments
  Typical number is between 300 and 600

- BID Term
  98% of BIDs have a five year term

- BID Thresholds
  72% of BIDs apply a threshold to the levy

- BID Levy Discounts: Charities
  49% of BIDs provide a charity discount

- BID Levy Discounts: Shopping Centres
  35% of BIDs provide a shopping centre discount

- Annual Levy Income
  Average annual levy income is £390,052
  Smallest is £55,000 and largest is £2,700,000

- Direct Additional Income
  62% of BIDs achieve some level of additional income directly in to the BID bank account

- Indirect Additional Income
  37% of BIDs cite evidence of income to the area as a direct result of the BID activity

- Levy Collection Charges
  37% of BIDs have no collection charge
  23% of BIDs have a collection charge above the industry criteria of £35/unit
  Of the top 20 highest unit costs, 80% are in London

- BID Ballots
  Of the total 215 ballots, 84% have been YES
  Of the total 48 renewals, 94% have been YES

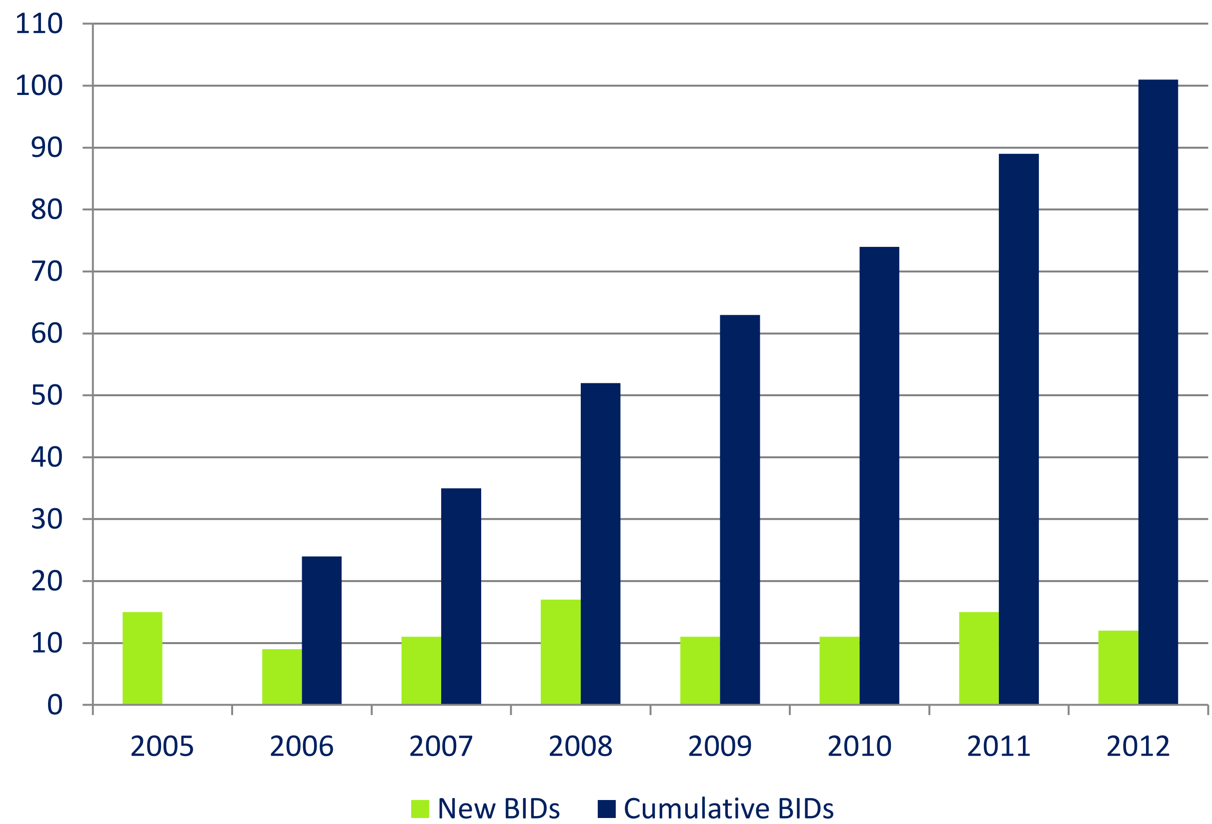
CONTENTS

1: BID SAMPLE

At the time of the data collection, as at 1st April 2012, there were 129 BIDs across the UK and Ireland – 102 of which are town centre BIDs and 27 which are industrial.

RESPONSE RATES		
Total number of surveys returned	107	83%
Total number of Town Centre BID surveys returned	93	91%
Total number of Industrial BID surveys returned	14	52%

For the purposes of the data analysis and presentation, industrial BIDs have been excluded from the data and are presented separately in section six of this report.

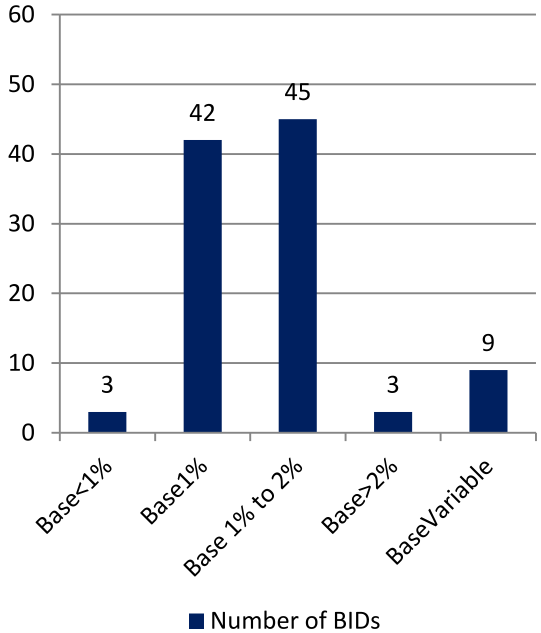


2: BID BASICS

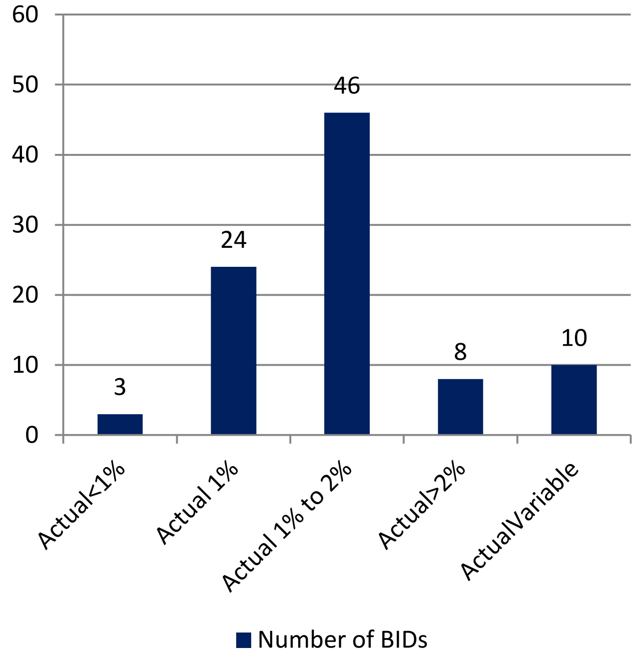
BID LEVY RATES

The BID levy rate is the multiplier by which the levy amount chargeable is achieved. The Industry Criteria states that up to 1% is the expected norm, with some allowances made for up to 20% in exceptional circumstances that need to be fully justified.

The total sample for the base levy rate, ie. the rate that the BID starts with in year one and quotes in its BID Proposal, is 102. Of the 102, the most prevalent levy rate is between 1% and 2% accounting for 44%. When extrapolating that to the actual levy rate, ie. the rate that the BID is charging on the year 2011/2012, our figures show 51% in the 1% to 2% category. This is



Base Levy Rate



Actual Levy Rate

based on a sample size of 91 as not all BIDs provided this data. There are also a relatively high number of ‘variable rates’, ie. those that charge either a differential levy rate such as Beeston (2% or 2.5% depending on RV) or Birmingham Broad Street (0%, 0.5%, 1% or 2% depending on proximity to centre); or those that charge a levy rate or a flat fee below a certain threshold such as Brighton (1% or £400 whichever is greater) or Melton (1.5% or £100 under a threshold); or those that run a banded system such as Hinckley or Rugby .

Of note, are also the three BIDs that have a levy rate below 1%, inevitably these are in locations of high rateable values and are all second term BIDs that reduced their levy rate at renewal (Coventry 0.9%, Hammersmith 0.8%, Inmidtown 0.9%). The three BIDs that have a levy rate above 2% are Acocks Green (2.5%); Clarkston (3.5%) and Dublin (4% but Irish legislation operates differently whereby the annual budget is set and then is worked to create the multiplier).

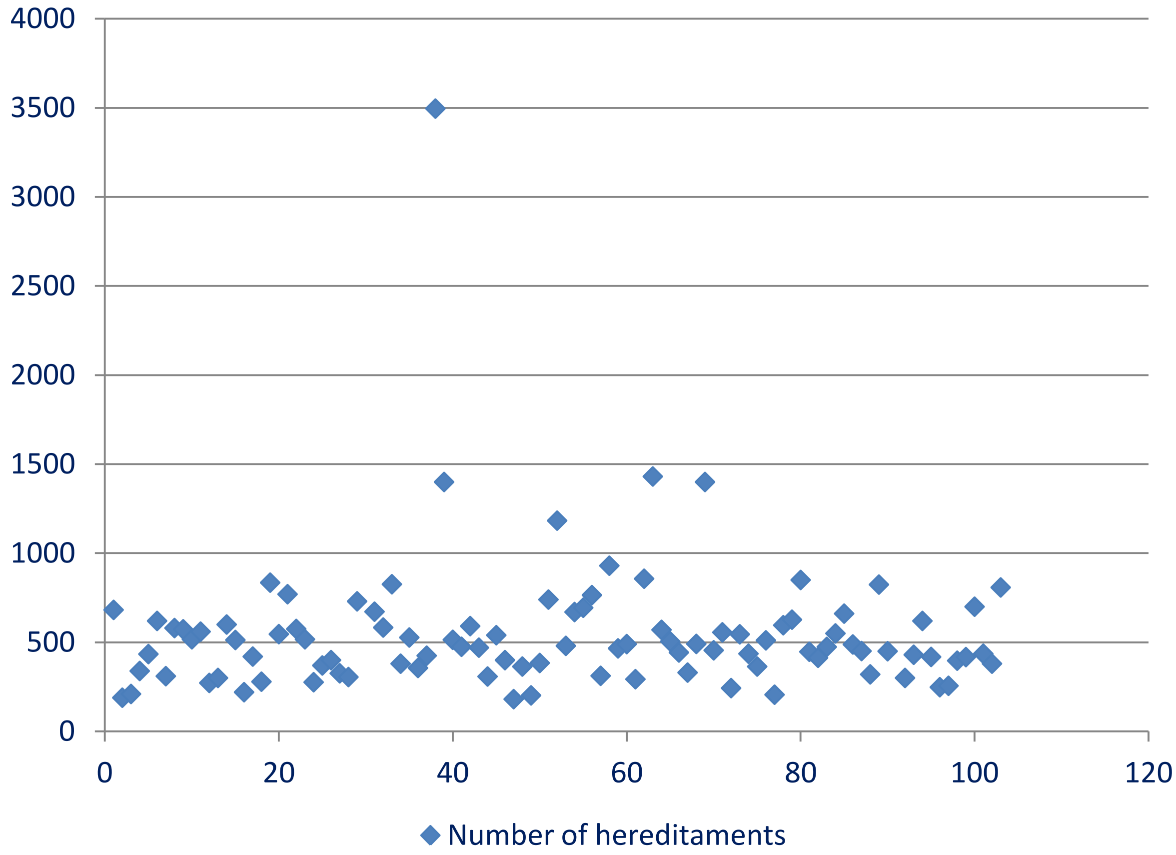
2: BID BASICS

BID HEREDITAMENTS

The number of hereditaments represents the number of actual business levypayers/voters within the BID area based on rateable business units from the rating list.

The typical number of hereditaments falls between 300 and 600, with five BIDs falling above 1,000 (Dublin 3,496; Liverpool 1,431; Newcastle 1,400; Dundalk 1,400; Hull 1,183) and five BIDs falling 210 and below (Alloa 210; Piccadilly & St James 206; Heart of London 202; Acocks Green 189; Great Yarmouth 181).

The total number of hereditaments across all BIDs (excl industrial) is 54,110.



BID TERM

BID legislation allows a maximum term of five years. Of the total sample size of 89 BIDs, 87 of them are operating with a five year term. Two locations differ from this norm – Wellingborough has a three year term and Paddington has a four year term.

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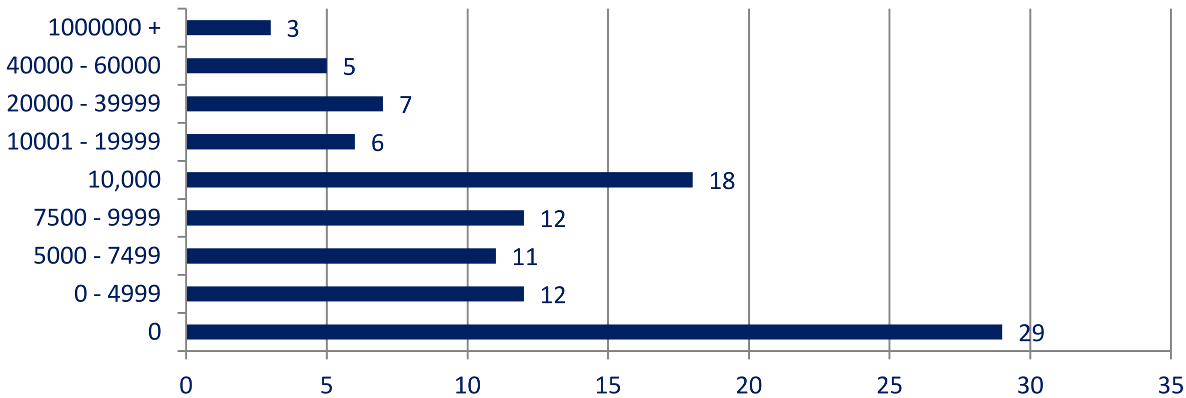
2: BID BASICS

BID THRESHOLDS

A threshold is a rateable value level below which hereditaments are not charged a levy. The main purpose of a threshold is to prevent very small businesses being required to pay small sums of money whilst also ensuring that once the levy collection charge has been taken into account there is a net gain in income. For example, a BID charging 1% levy rate with a collection charge of £50/unit will gain no net income from hereditaments below £5,000 rateable value as the levy payable will be £50 annually.

From the sample of 103 BIDs, the thresholds range from Nil (29 BIDs) to £100,000 + (3 BIDs - £100,000 Victoria BID; £150,000 Piccadilly & St James; £250,000 New West End Company).



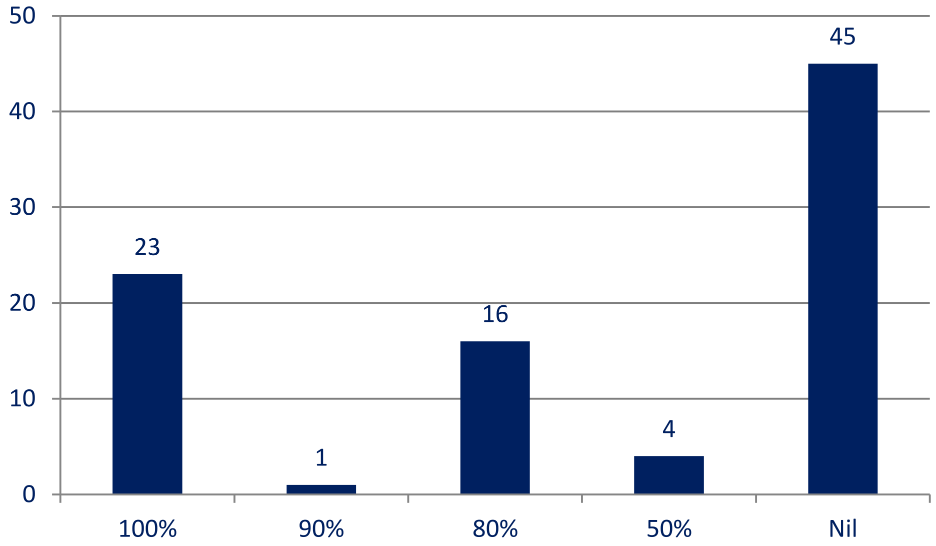
Of the 103 BIDs, there are just eight that have a net loss of income, ie. have no threshold but do have a levy collection charge. Taking into account their levy rates and levy collection unit cost, a recommended threshold is shown below to avoid having a net loss on collection.

BID Name	Actual Levy Rate	Hereds	Collection Charge	Unit cost	Recommended threshold
Paignton BID	1.5%	511	£800	1.57	235
Kirkcaldy 4 All	1%	466	2,700	5.79	579
Blackpool BID	1%	835	14,400	17.25	1,724
InSwindon BID	1%	450	£13,000	28.89	2,889
Kingstonfirst	1%	930	£28,000	30.11	3,010
Dublin City BID	4%	3,496	Euros 30,000	8.58	Euros 3,432
Beeston BID	2%	517	£13,500	26.11	5,222
Nottingham Leisure BID	1.69%	243	£12,000	49.38	8,346

2: BID BASICS

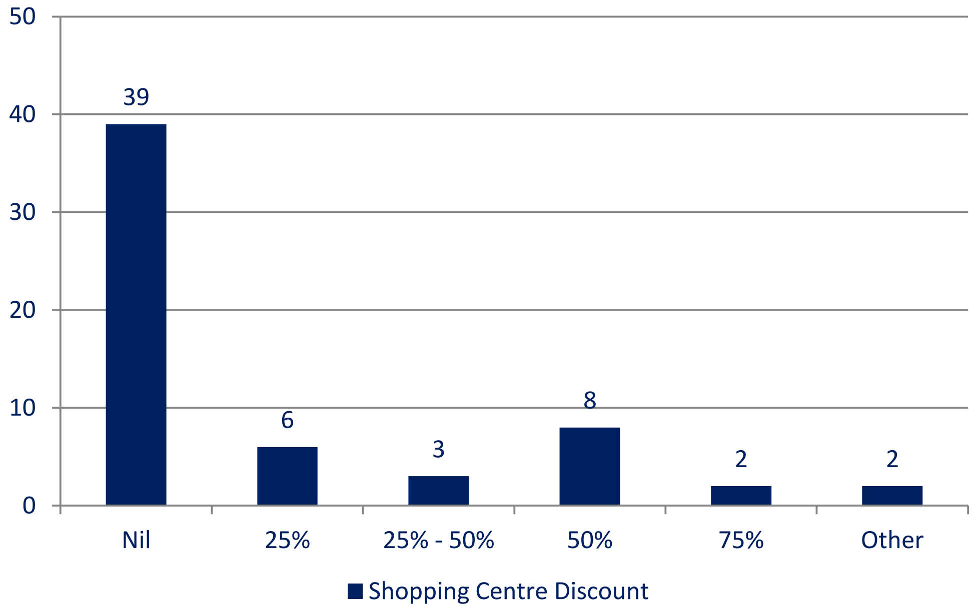
BID LEVY DISCOUNTS: CHARITIES

Many BIDs opt to give charities a discount on their levy. Of the 89 responses, 44 (49%) provide some level of discount between 50% and 100% and 45 (51%) give no discounts for charities.



BID LEVY DISCOUNTS: SHOPPING CENTRES

Of the sample of 60 BIDs, 39 (65%) give no discount to tenants in a shopping centre. Of the remainder who provide some level of discount, two give a discount that falls outside the standard rates (Swansea gives 10% discount; and London Ealing has two centres with different discounts of 50% & 30%)



3: BID FINANCES

LEVY INCOME

The BID levy income is the income collected directly via the mandatory BID levy and does not include any additional income. From the total sample of 102 (of which 14 were sourced online due to non-response in the survey), the total BID levy income chargeable across the UK as at the survey date of 1st April 2012 is £39,883,454. Therefore the average annual levy income is £390,052.

The smallest annual levy income is £55,000 from London Leytonstone E11 and there are seven other BIDs with an annual levy income of £100,000 or below (Scotland Clarkston £65,000, Tavistock £66,500, Scotland Bathgate £73,500, Birmingham Erdington £95,000, Wimborne £95,000).

The largest annual levy income is £2,700,000 from London New West End Company and there are another six BIDs with an annual levy income of £1,000,000 or above (Liverpool City £1,000,000, London Croydon £1,000,000, London Victoria £1,418,986, Ireland Dublin £1,813,448, Newcastle £1,950,000, London Inmidtown £2,200,000). In addition, there are two more aggregate BIDs that as companies manage two BIDs which raise beyond £1,000,000 combined – Liverpool City as stated above collects £1,000,000 but also manages the Liverpool Commercial BID with an additional £600,000; Heart of London Business Alliance runs two BIDs with incomes of £693,000 and £761,000 making a total aggregate income of £1,454,000.

ADDITIONAL INCOME

The additional income is the level of contribution made to the BID area over and above the levy income. The data has been collated by type and source – direct additional income (ie. funds received directly into the BID account); indirect additional income (ie. funds contributed to the area as a result of the BID but not received directly into the BID account); and matched funding (ie. funds contributed towards the funding of BID services but not received directly into the BID account).

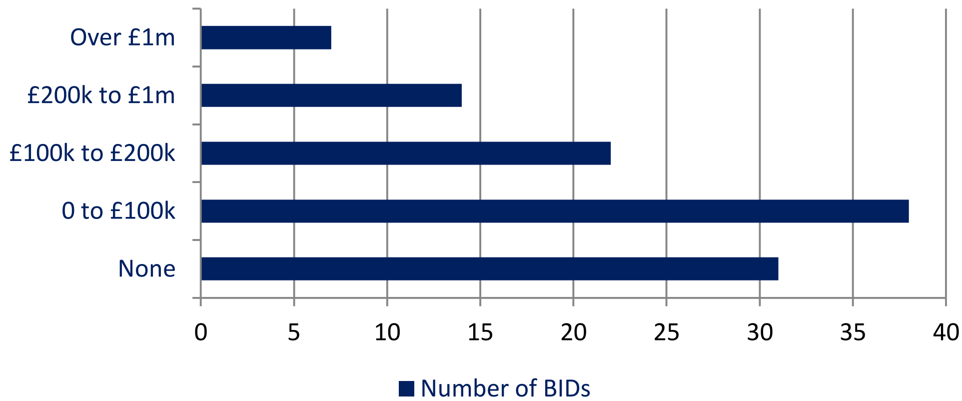
Direct Additional Income	£11,678,040
Indirect Additional Income	£35,703,300
Match Funding	£433,786
Total Additional Income	**£47,682,409**
Total BID Levy Income	£43,506,657
Total Investment in BID Areas	**£91,189,066**

3: BID FINANCES

ADDITIONAL INCOME (cont'd)

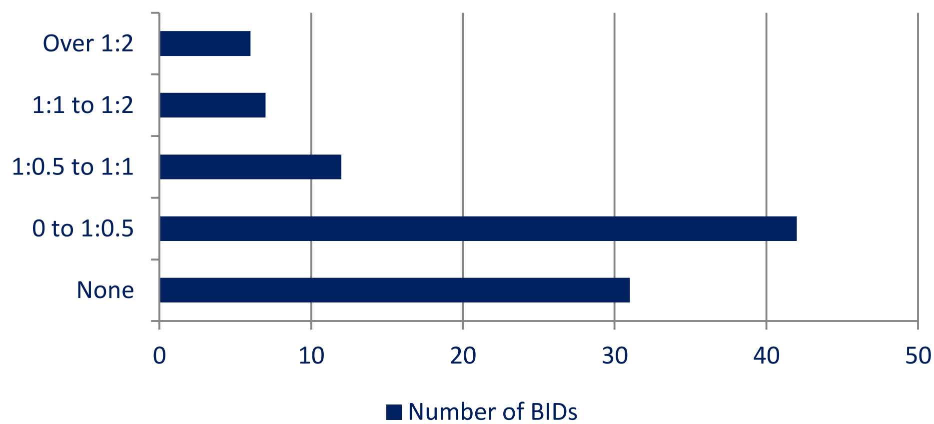
The level of direct additional income compared to actual levy income shows only four BIDs achieving a leverage ratio of more than 1:1 (Lincoln 1:1.99; Plymouth 1:1.39; Scotland Kirkcaldy 1:1.34; and London Angel 1:1.30).

However, when all additional income is taken into account these figures are higher demonstrating that BIDs are acting as a catalyst within an area despite the fact the funds do not necessarily come through the BID bank account. There are six BIDs showing more than £1m over total additional income (Newcastle £9,200,000; London Angel £3,892,500; London Camden £1,8222,060; London Bankside £2,932,424; London New West End £2,839,000; and London Leytonstone £1,150,000).



Total Additional Income

In leverage terms these figures then translate into six BIDs with a leverage ratio of over 1:2 (London Leytonstone 1:20.9; London Angel 1:13.6; Newcastle 1:4.7; London Bankside 1:3; London Camden 1:2.9; and Scotland Alloa 1:2).



Total Additional Income as a Leverage Ratio

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ANNUAL BID LEVY INCOME

BID	BID levy
Barnstaple	104,374
Bath	593,750
Bedford*	500,000
Beeston	207,000
Birmingham Acocks Green	105,000
Birmingham Broad Street	375,000
Birmingham Colmore	795,000
Birmingham Erdington	95,000
Birmingham Kings Heath	109,278
Birmingham Northfield*	110,000
Birmingham Retail	429,168
Birmingham Southside	330,000
Blackpool	273,000
Boston	135,000
Brighton	360,023
Bristol Broadmead	323,000
Bury St Edmunds	320,000
Camberley*	283,000
Camborne	108,000
Chichester	270,000
Coventry	288,000
Darlington*	306,000
Daventry	150,000
Derby Cathedral	192,221
Derby St Peters	174,264
Dorchester	114,000
Falmouth	100,000
Great Yarmouth	102,805
Hinckley	142,000
Hitchin	192,000
Hull	552,285
Ipswich	558,345
Ireland Dublin	1,813,448
Ireland Dundalk	120,000
Leamington	324,020
Lincoln	355,000
Liverpool City	1,600,000
Liverpool Commercial	600,000
London Angel	287,000
London Bankside	991,231
London Bayswater	468,750
London Bexleyheath	270,000
London Bridge	811,635
London Camden	620,000
London Croydon	1,000,000

BID	BID levy
London Ealing	260,000
London Hammersmith	584,152
London HOL Leicester Sq	693,000
London Ilford	410,893
London Inmidtown	2,200,000
London Kingston	898,197
London Leytonstone	55,000
London New West End	2,700,000
London Paddington	654,685
London HOL Piccadilly & St James	761,000
London Vauxhall	752,000
London Victoria	1,418,986
London Waterloo	465,396
London Wimbledon*	450,000
Loughbourgh	241,000
Mansfield	285,000
Melton Mowbray	123,000
Newcastle	1,950,000
Newquay	152,000
Northampton	281,322
Nottingham Leisure	265,000
Nottingham Retail	632,922
Oldham	138,567
Paington	128,043
Plymouth City	410,000
Plymouth Waterfront	205,000
Preston*	421,128
Reading	350,000
Royston	176,000
Rugby	647,000
Scotland Inverness*	420,000
Scotland Aberdeen	700,000
Scotland Alloa	100,000
Scotland Bathgate*	73,500
Scotland Clarkston*	65,000
Scotland Dunfermline*	149,704
Scotland Edinburgh	870,000
Scotland Elgin	133,091
Scotland Falkirk	194,000
Scotland Kirkcaldy	119,000
Skipton	153,000
Sleaford	118,000
Solihull	500,000
Stratford*	350,000
Sutton Coldfield	250,000

ANNUAL BID LEVY INCOME (cont'd)

BID	BID levy
Sutton Coldfield	250,000
Swindon	360,000
Taunton*	245,000
Tavistock*	66,500
Torquay	231,362
Truro	255,700
Wales Swansea	465,000
Wellingborough	170,000
Weston*	281,495
Wimborne	95,000
Winchester	547,031
Worcester	397,000
Worthing	247,510

*denotes data sourced online

DIRECT ADDITIONAL INCOME

BID	Additional Income	Source	Leverage Ratio
Barnstaple	15,989	Sponsorship & use of town centre space	0.15
Bath	177,992	£100,992 Marketing and events and private sector voluntary contribution, £77,000 Council contribution on top of BID levy	0.30
Birmingham Broad Street	32,000	£12,000 Advertising deal, £20,000 Voluntary contributions	0.09
Birmingham Colmore	7,600	Backing Birmingham Campaign - local government	0.01
Birmingham Erdington	30,000	£18,000 Local Government for events, £6,000 Advertising income, £6,000 Space rental	0.32
Birmingham Kings Heath	10,260	£5,000 Council for floral trail, £5,000 Council for Sparkling Streets, £260 Festive market stall income	0.09
Birmingham Retail	128,560	Landowners and shopping centres	0.30
Birmingham Southside	120,000	£40,000 Grant, £40,000 Private sector, ERDF £60,000	0.36
Blackpool	130,000	£20,000 Government funding (social enterprise), £10,000 Markets, £40,000 Promotions, Security (Pubwatch, Radio Link, Shopwatch)	0.48
Boston	7,400	£5,000 Christmas trees & hanging baskets, £2,400 Town guide & maps	0.05
Bristol Broadmead	90,000	£40,000 from shopping centre towards cleansing, £50,000 from shopping centre towards marketing	0.28
Daventry	79,000	£30,000 Events funding, arts council and local authority £4,000 radio hire, in kind funding of staff from Council	0.53
Derby Cathedral	20,203	£22,190 Match funding from local authority	0.11
Dorchester	15,000	£12,000 Matched income for cycle rack project	0.13
Falmouth	6,000	Voluntary contributions, local organisations supporting BID schemes	0.06
Great Yarmouth	74,017	Events £10,000, Local authority £25,000, £10,000 Voluntary subscriptions businesses, £15,000 Licensing	0.72
Hinckley	10,000	Voluntary contributions	0.07
Hull	46,000	CDF Crime Innovation Fund, hire of market stalls	0.08
Ipswich	184,438	Grant £50,000, Joint funding agreement £25,000, Radiolink £55,000, ancillaries remainder	0.33
Ireland Dublin	154,583	Sponsorship for Dublin Fashion Festival €160,250, Sponsorship for Christmas promotion and events €31,000	0.09
Ireland Dundalk	100,000	Advertising , event management, tourism shows , sponsorship	0.83
Leamington	59,369	£18,279 Event Income, sponsorship & contributions, £2,000 Council contribution to tourism, £39,090 Council contribution to Christmas lights	0.18
Lincoln	705,000	15 sources of income including public, private, European grants and sales	1.99
Liverpool City	150,000	£100,000 commercial pitch hire, £50,000 contributions	0.09

DIRECT ADDITIONAL INCOME (cont'd)

BID	Additional Income	Source	Leverage Ratio
London Angel	372,500	Council £117,000, Voluntary contribution £65,000, Shopwatch £6,500, ERDF £5,000	1.30
London Bankside	237,424	£26,293 Community Space hire, £5,209 Business Club subs, £8,258 CSR, £9,440 Events Academy, £20,000 BUF income, £19,488 CRP (EU), £15,896 Area Promotion subs, £18,000 Logistics/developments subs, £14,109 Travel income, £2,565 interest/rent, £98,165 income from previous invoices from last financial year	0.24
London Bayswater	75,000	Transport for London for Legible London, Westminster Council post riot contribution & various property owners	0.16
London Bexleyheath	39,000	Pitch Rentals	0.14
London Bridge	66,000	£5,000 Warning and informing Security System – Land Owner/ developer and Better Bankside	0.08
London Camden	97,060	£2,400 Voluntary Contributions, £14,500 Radio Link, £27,000 CRP Funding ERDF, £8,000 Collective Tenants, £18,000 Other Collective Funding, £17,160 Wedge Contribution LBC, £10,000 Stanmore Gate LBC	0.16
London Croydon	119,000	£72,000 Voluntary contributions, £35,000 Income from Croydon Visitor Centre, £12,000 Festival sponsorship and bank interest	0.12
London Ealing	163,934	Local government night time funding £107,000, Voluntary contributions £45,077, Radio revenue £8,900, Cardboard recycling revenue £2,951	0.63
London Hammersmith	93,500	£30,000 Council (events/tourism), £10,000 Council (Olympics), £8,000 Kings Mall shopping centre (Events), £3,000 Transport initiatives, £15,000 GLA (Green Audit), £27,000 GE (Additional Funding)	0.16
London HOL Leicester Sq	253,000	Property owners voluntary contributions £211,500, Non property owners voluntary contributions £31,500, Sponsorship of hoarding £10,000	0.37
London Ilford	70,000	Local authority £50,000, Promo space £20,000	0.17
London Inmidtown	150,000	£379,000 Commercial project partners, £95,000 University partners, £70,000 London Underground/TfL, £35,000 Public realm projects, £51,000 Met Police	0.07
London Kingston	555,934	£24,000 Outer London Fund for night time economy & tourism, £111,200 Local authority for core funding, £350,092 from Market House, open spaces, ancient and Monday markets income, £70,642 Core funding and project funding	0.62
London Leytonstone	40,000	£10,000 Events delivery local authority, £20,000 Worknet local authority, £10,000 Projects subsidies local authority	0.73
London New West End	1,539,000	£967,000 Voluntary property, £265,000 Sponsorship, £307,000 Commercial and partnerships	0.57
London Paddington	17,650	Voluntary contributions, event sponsorships	0.03

DIRECT ADDITIONAL INCOME (cont'd)

BID	Additional Income	Source	Leverage Ratio
London HOL Piccadilly & St James	40,000	£30,000 collected from businesses for the development of the Piccadilly & St James BID, £10,000 collected from Westminster City Council for the development of the Piccadilly & St James BID	0.05
London Victoria	118,216	Voluntary contributions, sponsorship and grants	0.08
London Waterloo	91,898	Central government (for workplace health project) £18,300, ERDF (for environmental business project) £32,400, Local authority (for consultation and research services) £28,700, GLA (via Cross River Partnership) for environmental audit of BID area £5,300, Other income including sponsorship £7,200	0.20
Mansfield	12,032	community Safety funding £10,000, £2,032 business link funding	0.04
Newcastle	200,000	Newcastle Council marketing contribution £50,000, Newcastle City Council "Newcastle City Marina" Contribution £125,000 Commercial promotion revenue £23,000, Bank interest £2,000	0.10
Newquay	9,000	£3,000 UCP funding, £500 Voluntary £2,500 Income for employment, £3,000 Regeneration forum	0.06
Northampton	43,860	£4,400 Bloom contributions, £600 Voluntary contributions, £38,860 Local authority staff support	0.16
Nottingham Leisure	107,000	Grants £86,400, Sponsors £6,000 Participation fees £12,000, Other £2,544	0.40
Nottingham Retail	43,640	Voluntary Contributions	0.07
Oldham	97,500	Landlords	0.70
Paington	5,500	Sponsorship and commercial income	0.04
Plymouth City	570,000	£125,000 Voluntary subscriptions, £140,000 Street trading, £105,000 Marketing income, £200,000 Council	1.39
Plymouth Waterfront	36,000	Street trading	0.18
Reading	49,903	£4,903 Event revenues, £5,000 carried forward from previous year, £40,000 local authority secondee funding for marketing and events staff	0.14
Royston	23,450	Local government	0.13
Rugby	257,000	£235,000 Council contribution to run CCTV, £10,000 Council contribution towards Rugby Festival, £2,000 Council contribution towards dressing up empty shop windows, £4,000 Police paying towards CCTV ANPR maintenance, £2,000 Providing training for other BIDS and visits, £1,000 Town training, £2,000 Town businesses voluntary contribution	0.40
Scotland Alloa	7,500	Contribution to office costs	0.08

DIRECT ADDITIONAL INCOME (cont'd)

BID	Additional Income	Source	Leverage Ratio
Scotland Edinburgh	294,720	Council funding £80,500, Event £18,221, Voluntary contributions £54,000, Farmers Market £90,000, Coffee shop rental £48,000	0.34
Scotland Elgin	49,000	Grant from local authority	0.37
Scotland Falkirk	152,280	Comedy festival grant from council £10,000, Grant from Event Scotland for comedy festival £5,000, Contribution towards taxi marshals from Falkirk Council £20,000, Radio Link income £5,000, Income from farmers market stallholders £7,000, contribution towards Handyman from council £2,700, Sponsorship of Best Bar None by SBCC £1,080, Income from market stall rental £1,500, Contribution to core costs by Falkirk Council £100,000	0.78
Scotland Kirkcaldy	160,000	£105,000 Council Contribution, £55,000 Events & other grants	1.34
Swindon	160,000	£80,000 Local authority, £30,000 Crime partnership, £14,000 Promotions, £27,000 Sponsorship	0.44
Truro	14,000	£9,000 contribution to events from Truro Council; £3,500 income from events, £1,500 income from advertising	0.05
Wales Swansea	10,000	Council	0.02
Winchester	36,400	City Council £25,000, Sponsorship £3,000, Commercial income £8,400	0.07
Worcester	36,701	£24,557 from landlord of shopping centre, £12,144 from income from RingGo pay for parking by phone convenience fee	0.09
Worthing	71,016	Ice Rink and Birdman Sponsorship and Local Authority contribution	0.29

Leverage ratio refers to the ratio of BID Levy: Direct Additional Income

INDIRECT ADDITIONAL INCOME

BID	Investment Income	Source	Match Funding	Source	Total Additional Income	Total Leverage
Birmingham Colmore	537,000	Council £500,000 public realm project, £37,000 private and public sector funding for photographic exhibition and legacy project book			544,600	0.69
Birmingham Kings Heath	23,000	Birmingham City Council infrastructure for planters and lamp post banners			33,260	0.30
Boston	10,000	Volunteer/unpaid work contribution			17,400	0.13
Bristol Broadmead			40,000	From Council for cleansing	130,000	0.40
Dorchester	48,000	In-kind contribution from council to cover free evening/Sunday parking			63,000	0.55
Falmouth	80,000	Training in partnership with local training company for BID businesses			86,000	0.86
Hinckley	5,000	Sponsorship			15,000	0.11
Hull	4,000	Advertising/activity support for Christmas campaign			50,000	0.09
Liverpool City			100,000	Police, Cleansing CCTV	250,000	0.16
London Angel	3,500,000	TfL £2.5million Angel Building £1 million	20,000	Police for staffing	3,892,500	13.56

INDIRECT ADDITIONAL INCOME (cont'd)

BID	Investment Income	Source	Match Funding	Source	Total Additional Income	Total Leverage
London Bankside	2,695,000	£30,000 from Council for Great Suffolk Street work, £15,000 from GLA/CRP for Greening the BIDs audit, £2.65m from GLA for Riverside improvements			2,932,424	2.96
London Bayswater	100,000	Council design work for public realm project			175,000	0.37
London Bexleyheath	248,000	£125,000 Tfl electrics, £123,000 MOLF painting lamp columns, new bins, cleaning, de-cluttering	52,000	Police for staffing	339,000	1.26
London Bridge	132,000	£100,000 Tooley Street Link Southwark Council, £12,000 Info Bike Southbank Employers Group and Better Bankside, £20,000 Employ SE1 Waterloo Quarter BID and Better Bankside			198,000	0.24
London Camden	1,725,000	Regeneration match funding GLA, Council additional police funding, additional policing Met Police, funding for Britannia Junction TfL			1,822,060	2.94
London Croydon	498,000	Police £250,000, Property owners £52,000, Croydon Council recovery activity post riots £82,000, Other including in-kind contributions £114,000			617,000	0.62
London Ealing	107,000	Night time economy funding on back of the riots from local authority			270,934	1.04
London Hammersmith	18,000	£7,000 Council (Police time for BID initiatives), £11,000 Theatre in the Square			111,500	0.19

INDIRECT ADDITIONAL INCOME (cont'd)

BID	Investment Income	Source	Match Funding	Source	Total Additional Income	Total Leverage
London HOL Leicester Sq	311,666	Smart Green Business EU funding, West End Marketing Alliance			564,666	0.81
London Inmidtown	630,000	£379,000 Commercial project partners, £95,000 University Partners, £70,000 London underground TfL, £35,000 Public realm works (council and private sector), £51,000 Met Police			780,000	0.35
London Leytonstone	1,110,000	TfL public realm improvement and public clocks repair, LED lights			1,150,000	20.91
London New West End	1,300,000	East Oxford Street refurbishment			2,839,000	1.05
London Paddington	148,500	Police £29,660, CCTV/radios £5,000, Street improvements £97,500, Events £5,000, Legible London £25,000, Recycling £16,000	29,660	Police	195,810	0.30
London Vauxhall	15,000	£15,000 private sector contributions to arch project			15,000	0.02
London Waterloo	517,025	Local authority spend of pooled section 106 funding on local public realm project			608,923	1.31
Newcastle	9,000,000	NE1's successful RGF bid for Central Station, Network Rail contribution to overall Central Station project, Newcastle City Council's contribution to Central Station project			9,200,000	4.72

INDIRECT ADDITIONAL INCOME (cont'd)

BID	Investment Income	Source	Match Funding	Source	Total Additional Income	Total Leverage
Northampton	9,000	£5,000 Love Northampton web site, £4,000 event contribution			52,860	0.19
Paington	10,000	Investment in chewing gum removal and environmental improvements			15,500	0.12
Plymouth City	50,000	£50,000 Public Realm for West End Development	66,000	PCSOs	686,000	1.67
Reading	34,000	£29,000 property owner contributions, £5,000 local authority contribution to floral displays	66,126	PCSOs	150,029	0.43
Royston	47,000	Local authority			70,450	0.40
Rugby	25,000	£25,000 Council contribution to support new businesses taking up empty shops			282,000	0.44
Scotland Alloa	192,869	Total value of improvements to businesses (internal and external)			200,369	2.00
Scotland Elgin	75,000	Grants awarded (40%) personal business investment £50,000			124,000	0.93
Skipton	141,240	Various agencies, local authorities, arts council			141,240	0.92
Solihull	40,000	Chiltern wayfinding survey and new signposts			40,000	0.08
Truro	74,000	£40,000 Events from council and other parties, £10,000 CCTV monitoring from council, £5,000 Marketing from council, £10,000 Christmas lights from chamber and other partners, £9,000 for floral displays from council			88,000	0.34

INDIRECT ADDITIONAL INCOME (cont'd)

BID	Investment Income	Source	Match Funding	Source	Total Additional Income	Total Leverage
Wales Swansea	115,000	Extra funding for events through CCM & Cleansing			125,000	0.27
Winchester	80,000	Leveraged advertising	60,000	PCSOs	176,400	0.32
Worthing	25,000	Property owners for public realm			96,016	0.39

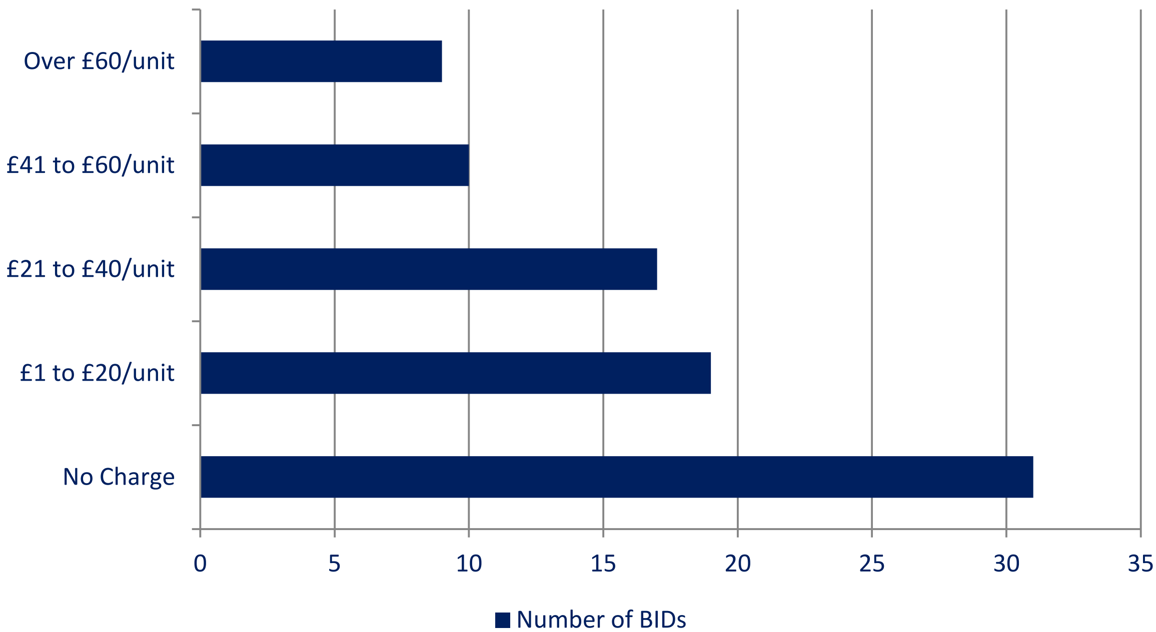
Total Leverage refers to the ratio of BID Levy: Total Additional Income

4: BID LEVY COLLECTION

LEVY COLLECTION CHARGES

The levy collection charge is the sum of money charged by the local authority to the BID for the service of collecting the BID levy. The BID Regulations allow for a reasonable charge to be made for this service and the details of this service should be set out in an operating agreement between the two parties.

The most appropriate method for comparing collection charges is by calculating the unit cost, ie. the total collection charge divided by the number of hereditaments. This then allows a fair comparison across all BIDs. The sample size for this data set is 86 BIDs and of those, 31 (37%) have no collection charge made to them by their local authority. Of the remainder, nine have a unit cost in excess of £60/hereditament, and 20 have a unit cost in excess of the Industry Criteria acceptable level of £35/unit.



Levy Collection Charge Unit Cost

When the charge is calculated as a percentage of BID levy income, 24 BIDs fall above the Industry Criteria guidance of 3% with six BIDs at 7% or above (London Ealing 7%; Beeston 7%; Derby St Peters 7%; London Bayswater 7%; Derby Cathedral 8%; and Melton 16%).

From a regional perspective, it is interesting to note that of the top 20 highest unit costs, 16 (80%) are in London and only two London BIDs quote no collection charge. Also, all Birmingham BIDs that provided data have no collection charge.

LEVY COLLECTION CHARGES BY UNIT COST

BID	Collection Charge	Hereditaments	Unit Cost
Barnstaple	0	434	0
Birmingham Acocks Green	0	189	0
Birmingham Broad Street	0	300	0
Birmingham Colmore	0	600	0
Birmingham Erdington	0	308	0
Birmingham Kings Heath	0	312	0
Birmingham Retail	0	420	0
Birmingham Southside	0	279	0
Bristol Broadmead	0	276	0
Dorchester	0	425	0
Great Yarmouth	0	181	0
Hitchin	0	740	0
Ipswich	0	765	0
Ireland Dundalk	0	1400	0
London Angel	0	339	0
London Leytonstone	0	293	0
Newcastle	0	1400	0
Newquay	0	455	0
Oldham	0	436	0
Plymouth City	0	596	0
Plymouth Waterfront	0	627	0
Royston	0	413	0
Scotland Alloa	0	210	0
Scotland Edinburgh	0	591	0
Scotland Elgin	0	470	0
Scotland Falkirk	0	540	0
Skipton	0	550	0
Sleaford	0	661	0
Sutton Coldfield	0	320	0
Truro	0	418	0
Wimborne	0	380	0
Paignton	800	511	2
Torquay	1,000	620	2
Falmouth	1,500	400	4
Scotland Kirkcaldy	2,700	466	6
Hinckley	2,500	384	7
Ireland Dublin	24,015	3496	7
Boston	6,000	546	11
Reading	5,000	447	11
Winchester	9,500	808	12
Bury St Edmunds	5,000	370	14
Lincoln	12,000	857	14
Scotland Aberdeen	10,000	682	15
Blackpool	14,400	835	17
Liverpool City & Commercial	25,000	1431	17

LEVY COLLECTION CHARGES BY UNIT COST (cont'd)

BID	Collection Charge	Hereditaments	Unit Cost
Wellingborough	7,500	417	18
Wales Swansea	15,000	824	18
Daventry	7,000	380	18
Worcester	13,000	669	19
Solihull	10,000	488	20
Leamington	10,100	490	21
Northampton	11,800	556	21
Chichester	15,820	730	22
Bedford	12,500	573	22
Brighton	13,000	517	25
Hull	30,000	1183	25
London Croydon	15,000	583	26
Beeston	13,500	517	26
Worthing	13,400	501	27
Derby Cathedral	15,000	527	28
Rugby	13,600	474	29
Swindon	13,000	450	29
London Kingston	28,000	930	30
Mansfield	16,126	505	32
Loughborough	18,250	570	32
Derby St Peters	11,913	356	33
London Ealing	16,900	475	36
London Ilford	19,925	480	42
Nottingham Retail	23,000	545	42
Melton Mowbray	20,000	443	45
London Inmidtown	31,500	670	47
Nottingham Leisure	12,000	243	49
London Hammersmith	19,500	364	54
Bath	33,500	620	54
London Camden	17,000	305	56
London Bayswater	33,000	580	57
London Bexleyheath	16,000	272	59
London Bankside	35,020	560	63
London Bridge	28,209	430	66
London Vauxhall	16,805	248	68
London Waterloo	28,803	397	73
London Paddington	26,903	364	74
London New West End	25,915	330	79
London Piccadilly & St James	16,913	206	82
London Leicester Square to Piccadilly Circus	19,091	202	95
London Victoria	27,854	256	109

Shaded entries denote that unit cost is higher than the Industry Criteria of £35/unit

5: BID BALLOTS

TOTAL BID BALLOTS

BIDs are established by achieving a dual key majority at a BID ballot, which is run impartially by the relevant local authority or its nominated agent. As BIDs are fixed term organisations, in order to continue beyond the first term, a renewal ballot is required. In the event of a failed ballot, a BID is free to run a re-ballot if desired.

As at the survey date, 1st April 2012, there had been a total of 215 ballots having taken place across the UK and Ireland, of which 84% were successful yes votes.

Total Ballots	215	180 Yes	84 %
Renewals	48	45 Yes	94 %
Re-ballots	6	2 Yes	33 %

In terms of ballot results, the ballot holder is legally required to report on turnout (ie. the % of those that voted); majority in number of those voting; and majority in Rateable Value of those voting. The averages for all BID ballots divided by first ballot, first renewal and second renewal are shown in the tables below.

Turnout Average 1st Term	41%	Based on 167
Turnout Average 2nd Term	47%	Based on 48
Turnout Average 3rd Term	75%	Based on 1

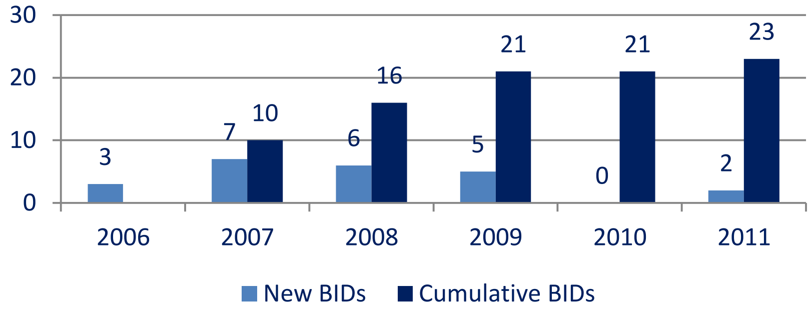
Majority by Number Average 1st Term	60%	Based on 167
Majority by Number Average 2nd Term	65%	Based on 48
Majority by Number Average 3rd Term	92%	Based on 1

Majority by RV Average 1st Term	63%	Based on 167
Majority by RV Average 2nd Term	76%	Based on 48
Majority by RV Average 3rd Term	93%	Based on 1

There is clearly a pattern of improvement at ballot from first term, to second and then third. In particular, there have been significant ballot achievements in two recent renewals – Ipswich 2nd term (first renewal) 68% turnout, 93% by number and 95% by RV; and Heart of London 3rd term (the first BID to go for second renewal) 75% turnout, 92% by number and 93% by RV.

6: Industrial BIDs Summary

GROWTH RATE OF INDUSTRIAL BIDs

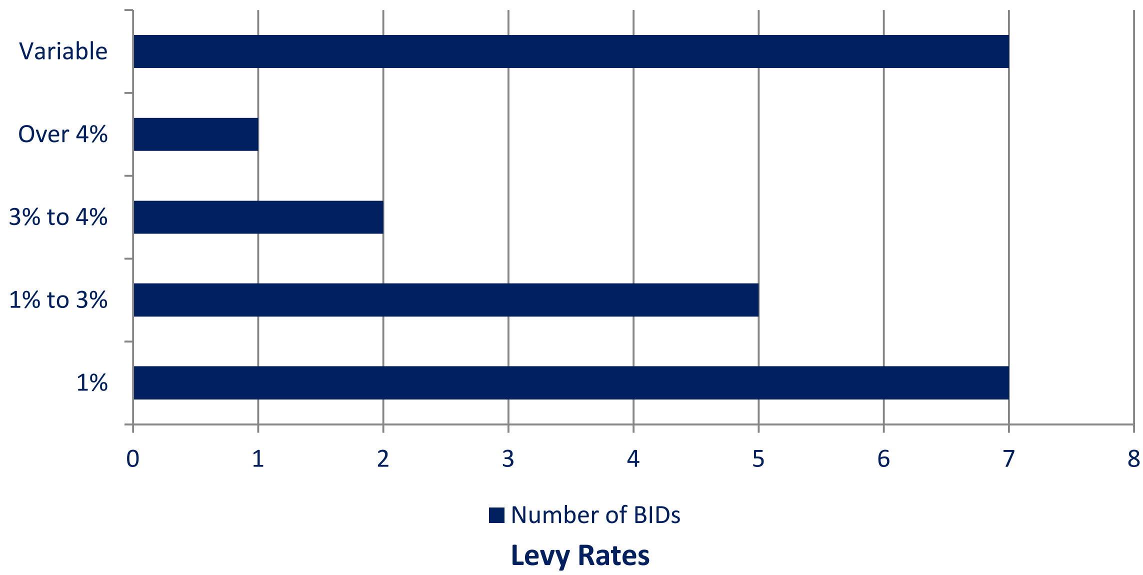


TERM OF INDUSTRIAL BIDs

All industrial BIDs have a term of five years.

LEVY RATE OF INDUSTRIAL BIDs

Levy rates for industrial BIDs are generally higher than for town centre BIDs and there are more BIDs with a variable rate, usually on a banded system. Of note in terms of high levy rates are Albion at 4% and Canterbury at 9%.



HEREDITAMENTS OF INDUSTRIAL BIDs

The total number of hereditaments across the sample of 18 industrial BIDs is 3,259 with the average being 181. The smallest number is 17 in Canterbury and the largest is 340 in Argall.

6: Industrial BIDs Summary

LEVY INCOME OF INDUSTRIAL BIDs

From the sample size of 18 industrial BIDs and from sourcing some levy income data online, the total annual levy income is £2,190,168. This averages at £115,272 with the smallest levy income being £41,000 in Canterbury and the largest being £404,000 in Brackmills.

ADDITIONAL INCOME OF INDUSTRIAL BIDs

Of the sample of 11 BIDs that responded, only six received additional income beyond the BID levy. The total additional income across all six amounts to £79,210.

BID	Annual Levy Income	Additional Income	Leverage
Garratt Park	62,220	3,905	0.06
Hainault	102,232	15,000	0.15
Lancing	102,000	2,700	0.03
London Riverside	175,000	13,000	0.07
Winsford	89,238	5,000	0.06
Brackmills	404,055	39,605	0.10

LEVY COLLECTION CHARGE OF INDUSTRIAL BIDs

There is a wide variation of the collection charges across industrial BIDs. From the sample of 10, three pay no collection charge and the remainder range from £5/unit to a very high £83/unit.

BID	Levy Collection Charge	Hereditaments	Unit Cost
Albion	10,000	120	83
Blackburn	7,904	260	30
Garratt Park	682	93	7
Hainault	6,333	189	34
Kippa	0	95	0
Lancing	1,350	286	5
London Riverside	20,000	299	67
Longhill & Sandgate	0	198	0
Willow Lane	1,031	210	5
Winsford	0	170	0

7: BID SHOWCASES

BIDs were invited to submit their 'Proud Projects' to us as part of their survey submission. Numerous and varied submissions were received and the highlights are presented in the following pages:

BATH BID: Bath in Fashion
BETTER BANKSIDE & TEAM LONDON BRIDGE: Riverside London App
BRILLIANT BRIGHTON: Rebranding and Website Launch
DUBLIN BID: Dublintown.ie – A Consumer Website
FALMOUTH BID: Free February in Falmouth
HEART OF LONDON: Royal Wedding Press Campaign
HULL BID: An Innovative Approach to Managing Crime
KINGSTONFIRST BID: Growth of Kingston Visitor Information Centre
LEAMINGTON BID: Royal Leamington Spa Golden Ticket
NEWCASTLE NE1 BID: Alive After Five
NOTTINGHAM BID: A New Customer Facing Brand
PADDINGTON BID: Games 2012 Business Communications
PLYMOUTH BID: Explore Plymouth Magazine
RETAIL BIRMINGHAM BID: Response to the Disturbances 2011
TEAM LONDON BRIDGE: London Bridge Station Consultation
VICTORIA BID: Green Benefits
WATERLOO QUARTER BID: Packed Lunch – Workplace Health
WINCHESTER BID: Street Pastors

BID SHOWCASE

BATH BID: Bath in Fashion

The Project: An important component of Bath Business Improvement District's prospectus was to bring new events to the city where there were gaps in the city's events calendar.   In addition to this, the event's aim is to increase footfall, sales and galvanise the rich variety of retail, business and educational sectors to deliver a world class fashion event. The week-long festival showcases Bath as a city at the centre of fashionable life. Bath In Fashion celebrates style from top to toe with an action-packed line-up of fashion designers and celebrities.

The Outcome: A strong partnership approach is adopted for the delivery of this event relying heavily on in-kind support from businesses across the city. The web site Bathinfashion.co.uk had nearly 9,000 visits during the event; the blog had 4,277 views; the youtube video had 4,321 views; and there was in the region of 1,000 tweets during the event that were then cascaded by re-tweets. Of the 19 events, 9 were sold out and 5 nearly sold out. A total of 2,482 people attended the ticketed events.

BATH IN FASHION

What the businesses say:
"Promoting shopping in Bath through Bath in Fashion has really helped the independents. Count us in for next year."
Rachel Lye, Lux Bath

Cost: Total of £100,000 but the cash cost to the BID is £20,000

BID SHOWCASE

BETTER BANKSIDE & TEAM LONDON BRIDGE: Riverside London App

The Project: Free for iphone, The Riverside London mobile App is the essential guide to the cultural heart of the capital covering South Bank, Bankside and London Bridge. Through the reality view you can locate and identify buildings, what's going on inside them and plot your route to your desired location.

The Outcome: By the end of August 2012 the App had been downloaded a total of 28,841 times. Using GPS the App plots your route to over 40 top attractions and locates 100s of restaurants, bars, shops and hotels. It also provides easy-to-use events listings for all major attractions, cultural venues and hidden gems and provides venue contact details for bookings.

What the reviews say:
"Great App. Very easy to use. Stylish and well designed. An essential tool for exploring the area".
Customer quote from iTunes, 23 April 2012
The App was featured:
- *on the iTunes homepage as one of their top 'New and Noteworthy'*
- *as The Sunday Times 'Travel App of the Week'*
- *in Visit London's Top 10 London Apps*

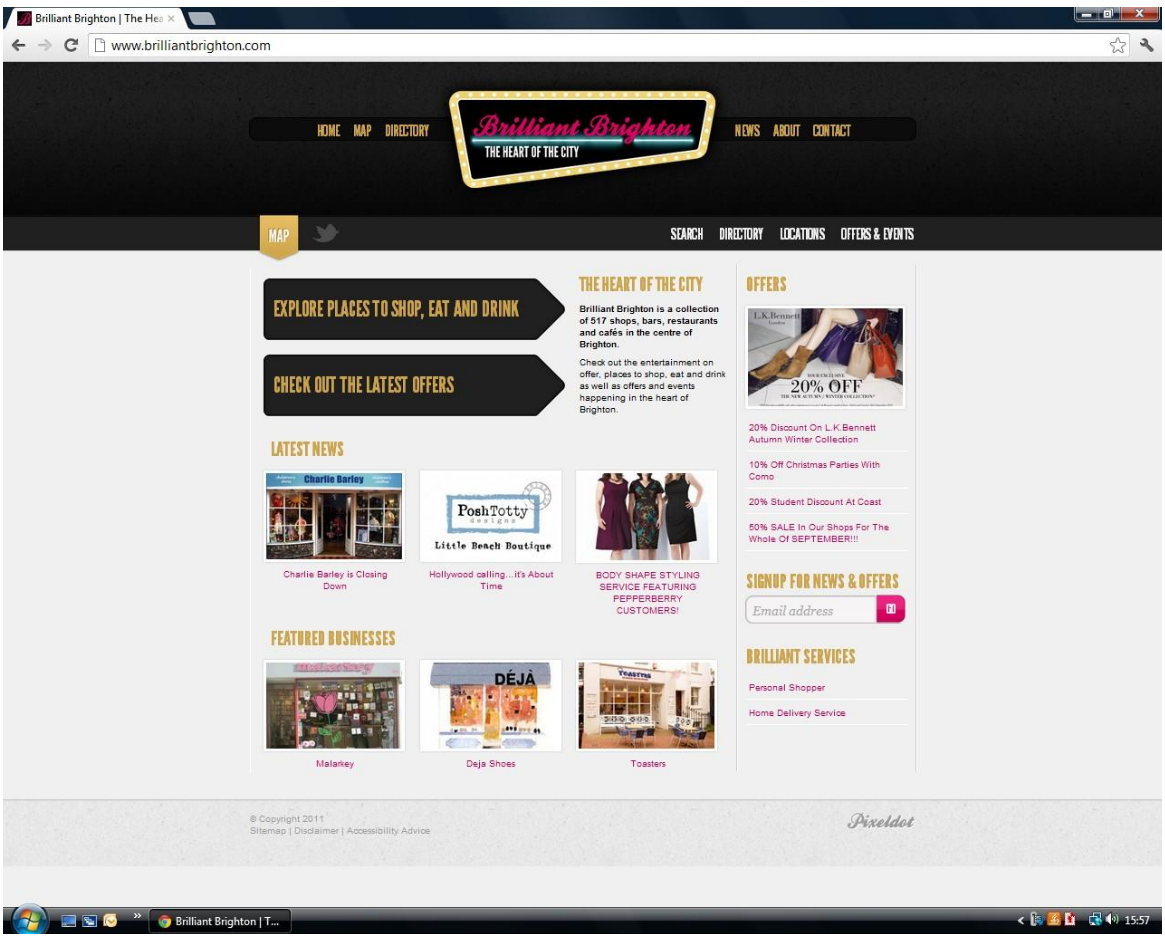
Cost: £16,000 shared between three organisations

BID SHOWCASE

BRILLIANT BRIGHTON: Rebranding and Website Launch

The Project: Rebranding and new website together with a business directory, database and twitter account.

The Outcome: The website was launched in November 2011 and now has over 2,100 followers on twitter, an email database of 1,500 and a business directory of over 500 businesses. Nationals as well as independents have got involved and regularly advertise special offers and news for free on the site.



What the businesses say:
“Each store within our company is expected to organise one marketing event each month. The Brilliant Brighton website has been hugely beneficial. By having our own page, we are able to reach out to new customers and visitors every week by updating any offers or events taking place. On top of this any uploads are also tweeted to thousands of followers through Brilliant Brighton. We would be lost without it!”.
Manager, Coast Brighton

Cost: £2,000

BID SHOWCASE

DUBLIN BID: DublinTown.ie – A Consumer Website

The Project: The DublinTown.ie is a consumer website created by the BID together with an associated iphone App and android version.

The Outcome: Over 80,000 hits (45,000 unique) in the first six months. The DublinTown video is now also used as a promotional piece and had 90,000 views in the first six months. Through social media there are over 5,000 followers/subscribers.

What the critics say:
"DublinTown has tapped into the current creative frisson in Dublin presenting a site with a beautiful aesthetic while also providing relevant and in-the-know content that is pertinent to both a Dublin resident or someone visiting for a few days. DublinTown makes me proud to be a Dubliner".
Ciaran Walsh, Editor Ie Cool Dublin

Cost: E45,000

BID SHOWCASE

FALMOUTH BID: Free February in Falmouth

The Project: The Falmouth BID launched a FREE car parking scheme, working closely with its BID stakeholders at every stage. The scheme was targeted as an out of season initiative encompassing a regional promotional campaign that would entice people to visit Falmouth on the car park free days. The project was another strand of the BID's High Street Campaign, that alongside the lobbying element would be a practical way to assist businesses in the shoulder season. Working closely with its stakeholders ensured the free days chosen were those that would have the best chance of providing maximum return and benefit.

The Outcome: The online evaluation undertaken with the 400 Falmouth BID stakeholders showed 70% respondent businesses saw a 5% upturn and 5% respondent businesses saw a 5-10% upturn. It is also worth highlighting that the regional newspaper, the West Briton, on the back of the BID inspired High Street and FREE car parking project, launched its own county wide 'Support our Town Centres and county wide free car parking day

What the businesses say:

"The BID Free Car Parking Scheme was a great project that really helped to drive footfall and support businesses out of season. The Falmouth BID has been extremely creative and imaginative with a number of these schemes that have been well promoted and are really making a very positive difference to the vibrancy and success of our town."

Rae Pollard, Courtyard Deli

Cost: £6,000

BID SHOWCASE

HEART OF LONDON: Royal Wedding Press Campaign

The Project: Through the West End Marketing Alliance (an alliance focused on enhancing the value for marketing spend across the West End through collaborative campaigns), the Heart of London Business Alliance was part of the Royal Wedding Press Campaign. The objective was to build relationships with the international media ahead of the Games 2012 whilst encouraging people visiting London to increase their dwell time in the West End.

The Outcome: A major media event was hosted in partnership with the Foreign Press Association where 212 guests attended including 50 VIPs, many well-known names including Dame Edna Everage and international press. The event showcased the West End's fashion, entertainment and retailers with a focus on royal warrant holders. In addition, a royal wedding themed microsite was established to support local businesses through the campaign. The outcomes included 160 international press contacts; the campaign message reached 28 countries; and 73 West-End themed video clips were ordered by 54 media organisations. The campaign's PR value was estimated at £2.76 million and the total return on investment 1:21.

What the media say:
"Thank you to you and your colleagues for all your help. We've realised there is a lot to be done to show the West End to Chinese people. We look forward to working with you again soon".
Julie and George, CCTV

Cost: £133,000, of which HOL contributed £21,000

BID SHOWCASE

Nationwide BID Business Improvement Districts SURVEY 2012

HULL BID: An Innovative Approach to Managing Crime

The Project: A successful funding application to the Crime Innovation Fund resulted in a programme run by the BID in collaboration with the Humberside Police, which included the free installation of CCTV cameras together with free restorative practices training for retailers.

The Outcome: To date, 50 retailers have received a free CCTV system and attended an introductory training session on restorative practices and principles. From this, 18 retail personnel have attended further bespoke workshops and are likely to go on to achieve a National Training & Accreditation award.

What the businesses say:

"The CCTV and restorative practice training is exactly the type of project that has really made us see what a BID can do for businesses to have a measurable impact and improve trading conditions. On a number of occasions we have used CCTV to catch thieves in action which has resulted in bans to the store. It has made a difference to our staff's feeling of safety and that of our customers too".

Marie Houghton, Store Manager Simply Pleasure

Cost: £44,000

BID SHOWCASE

KINGSTONFIRST: Growth of Kingston Visitor Information Centre

The Project: This is the first volunteer-led Visitor Information Centre to become an Enjoy England Official Partner. Housed in the Market House within the Ancient Market House of Kingston, the centre has been opened by the BID as part of a service transfer deal from the Council to run the Market House amongst other markets, events and tourism services.

The Outcome: Visitor numbers are regularly reaching 6,000 per month with one month peaking at 15,000. Services include Oyster Card, National Express, local coaches and theatre ticket sales. Ticket sales for the year 2011/12 rose by 500% on the previous year. A new Information Kiosk has now been installed at the train station and a mobile information point and an App are in development. Within the year 2011/12, volunteers gave 1,689 hours of their time to the centre.

What the customers say:
"I came to find out about my family's ancestors and the girls in the centre were so kind and helpful and informed me of all the amazing events happening whilst I was in the area.
Elizabeth from Sydney

Cost: £25,000

BID SHOWCASE

Nationwide BID Business Improvement Districts SURVEY 2012

LEAMINGTON BID: Royal Leamington Spa Golden Ticket

The Project: The Golden Ticket promotion idea was simple – a Golden Ticket was given away with every purchase to reward customers for shopping in town. Any shop could participate and importantly you had to shop in town to enter.

The Outcome: Positive feedback was received from shoppers and retailers alike. In total, 65 retailers donated over £5,000 of prizes with the grand prize being a £1,000 diamond; over 1,000 stores handed out Golden Tickets; over 6,000 entries were received from 60,000 tickets printed; and 1,000 emails were collected for future marketing use.

What the businesses say:

"The Golden Ticket worked well for us on several levels. From our customers' point of view it was an easy competition to participate in, not to mention the seriously worthwhile prizes; it gave them another reason to stay in the town and shop local. From our perspective, it was simple to be involved which was important at a hectic time of year. It was also a good way for us to engage with customers and it has also enabled us to gather useful data which we've used since"

Matt Crooks – Neals Yard Remedies, Royal Leamington Spa

Cost: £5,300

BID SHOWCASE

NEWCASTLE NE1 BID: Alive After Five

The Project: Identifying the commercial opportunity to attract more customers in to the city, NE1 worked with retailers to proactively address changing consumer behaviour and increased competition from internet shopping and out of town shopping centres. Following market research commissioned by NE1 which illustrated strong consumer demand (80% in favour), NE1 successfully delivered the Alive after Five initiative which included: Extended retail opening hours to 8pm Monday – Friday and 7pm on Saturday; Early evening weekday meal deals in the city centres restaurants; Additional bus services; Structured programme of events such as Newcastle Fashion Week and Restaurant Week to support and promote Newcastle's newly improved early evening offer. The free car parking element of Alive after Five has provided a unique proposition to bring together many disparate businesses and organisations with the common goal of bridging the gap between Newcastle's 'day-time' economy and the city's vibrant 'night-time' economy.

The Outcome: The campaign proved a significant success changing the habits of Newcastle's customer base. The extended hours were worth an estimated £106m in the first 12 months; 1.9m additional visitors were achieved post 5pm; 7.84% year on year growth in after 5pm footfall; the 5pm-8pm hours now account for 16.57% of the days footfall; and there is 80% awareness of the Alive After Five campaign.

What the businesses say:

"Alive After Five has been good for us because it has given our customers a bigger choice of when to shop and eat in John Lewis Newcastle. Free parking after five has helped more of our customers come into Newcastle in the evenings. This initiative adds value to the city centre as a whole by encouraging more and more people to use Newcastle as a destination for both culture, fun and shopping and above all is helping to generate more income for the North East economy."

Isabella Miller, MD John Lewis Newcastle

Cost: £495,000

BID SHOWCASE

NOTTINGHAM BID: A New Customer Facing Brand

The Project: A new customer facing brand and marketing campaigns including a comprehensive Christmas campaign which included outdoor, radio, regional press, leaflet distribution, magazine, bins, trams, social media, online and PR; and a website www.itsinnottingham.com – retailers have access and ability to add their own events and edit their listing information.

The Outcome: Following the Christmas campaign 2011, footfall was up 7.5%. The website hosts VIP offers which has over 5,000 people signed up. The social media measure – KLOUT – rated the social media activity as 'specialist' and there are 2,500 followers to date.

What the businesses say:
"Its in Nottingham is a strong brand that is ideally suited to the Retail BID. The message is right in terms of positioning the activities of the BID firmly in Nottingham city centre. The graphic element also works well either when used as a stand alone or when part of a campaign such as the Independents Initiative and the recent 48 Hours of Fashion event."
Jeff Allen, Nottingham Retail Chair

Cost: £10,000 for original brand but significant extras for brand application , eg. Christmas £70,000

BID SHOWCASE

PADDINGTON BID: Games 2012 Business Communications

The Project: A series of communications counting down the major milestones to the start of the Olympic and Paralympic Games 2012 to ensure all Paddington businesses were prepared for the Games period with emphasis given to the impact on Paddington and surrounding road networks. ‘Your Guide to Paddington in 2012’ was published a number of times on a countdown communicating information such as the Olympic Route Network and affect on business, travel advice for business events, ticket sale plans, live sites, London 2012 festival, travel information for employees, 2012 brand guidelines and event schedules.

The Outcome: The guides were emailed, posted and made freely accessible via a dedicated online site. The website provided an easy one stop for businesses looking for information about the Games.

What the businesses say:

“The guides to Paddington provide a summary of the key information our business requires to enable us to keep our operations running smoothly through the likely disruption London will witness over the summer. Paddington BID communicates the most relevant and up to date information directly to us”.

Maxine Chapman, Partner M&L Associates

Cost: £5,000

BID SHOWCASE

PLYMOUTH BID: Explore Plymouth Magazine

The Project: Explore Plymouth is an advertising led magazine series.

The Outcome: The project started with a limited print run of 40,000 copies per quarter, this quickly became 60,000 copies as demand outstripped supply. For the Christmas edition in 2012 there will be 130,000 copies being delivered to every household within Plymouth, as well as being distributed in every major supermarket and tourist attraction in the surrounding area. This means the marketing messages are now more widely received than from any other local media provider. Every edition contains competitions and so far over 7,000 responses have been collected and linked straight into the customer database. There is also a digital flipbook version available on the website www.shopplymouth.co.uk. A ShopPlymouth/Explore Mini was also secured from the local dealership in return for some Explore advertorial and event presence. This car has proved an invaluable tool for promoting the publication and website and equates to an ROI of around £25,000.

What the businesses say:
"Since its launch last year we have advertised in every edition of Explore. We support Explore for two different reasons. Firstly, I applaud what the Plymouth City Centre Company is trying to achieve. I am aware that a great deal of resource goes into producing this publication on the BID members behalf, therefore I am happy to support it. The other reason that I continue to support it is because it works! As an advertising medium I think that Explore has a sensible price point and offers good value for money. I look forward to supporting Explore in the future."
Adam Spiers, Michael Spiers Jewellers

Cost: £34,000 per annum

BID SHOWCASE

Nationwide BID Business Improvement Districts SURVEY 2012

RETAIL BIRMINGHAM BID: Response to the Disturbances 2011

The Project: As the riots broke out in Birmingham city centre, Retail Birmingham took on a crisis management role focusing on coordination and a subsequent marketing campaign to restore public faith in the city.

The Outcome: Daily ‘Emergency Boards’ with the Police were held; regular updates throughout the day so members were well informed; local text messaging service for local managers; the Street Wardens complimented the Police presence on the ground. Post-disturbance activity focused on a radio campaign; marketing literature and promotional bridge banner advertising on arterial routes into the city.

What the businesses say:

“The Birmingham riots of 2011 were a very unsettling time, which brought into question as retailers the safety of customers and employees. Retail Birmingham provided visible support, strong communication and guidance and facilitated a united response from retailers. I look back on Retail Birmingham’s response with great pride”.

Zoe Gibbard, Store Manager Marks & Spencer

Cost: £45,500 (funded by a central Government grant)

BID SHOWCASE

TEAM LONDON BRIDGE: London Bridge Station Consultation

The Project: Team London Bridge felt that the business community should be consulted in greater depth as to their response to the planning application of the proposed London Bridge Station upgrade. In response, research consultants Hamilton-Lock were commissioned to take forward a three part consultation exercise on behalf of Team London Bridge.

The Outcome: The research exercise included two focus groups (7+ people) for board members; 14 in-depth 1 to 1 interviews with a range of businesses; and 100 quantitative surveys with employees from the area. Following the research, 12 key recommendations were made of which 10 were agreed by Network Rail.

What the businesses say:

“I think TLB have been able to articulate the majority’s view for the businesses within the area. They are in a position whereby they can say ‘this is the view of local business.”

Philip Knoeson, Red Bull in London Bridge Station Focus Group 2011

Cost: £12,000

BID SHOWCASE

VICTORIA BID: Green Benefits

The Project: A trained field crew worked with volunteers from the Trees for Cities project to record details of publicly and privately owned trees within the core and buffer zones of the Victoria BID. Tree species and locations were recorded as well as field measurements to assess the size and condition of the trees. The measurements were processed along with local pollution and climate data using the i-Tree Eco model. The Green Infrastructure Valuation Toolkit (GIVAT) was also used to quantify the water management and temperature moderation benefits associated with green infrastructure in the Victoria BID and the Capital Asset Valuation for Amenity Trees (CAVAT) was applied to provide an amenity valuation for the trees. The survey work was complemented by the planting of 33 trees within Victoria BID.

The Outcome: Existing trees, green spaces, and other green assets currently divert up to 112,400 cubic metres of storm water runoff away from the local sewer systems annually. In addition to the avoided flooding, this is worth an estimated £20,638 in carbon savings and £29,006 in energy savings every year - carbon and energy that would have been consumed and emitted in the process of pumping and treating the runoff.

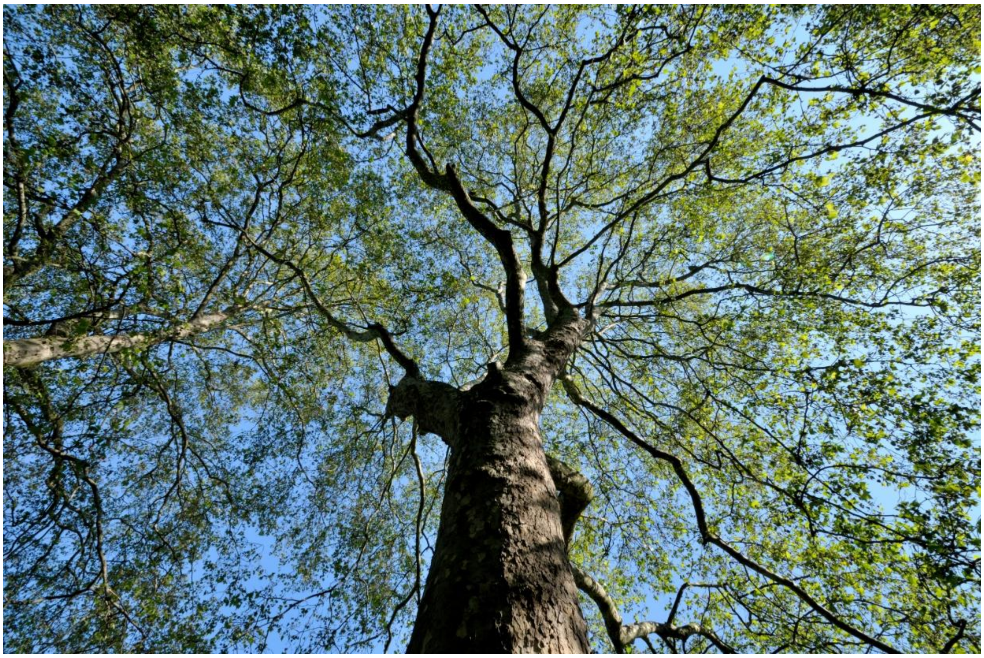


Photo Credit: Paul Losse/Salix Ecology

What the Chairman says:
"Victoria's trees are an asset that need to be carefully managed. We will use the results from this research to inform the detailed delivery of our BID wide green infrastructure programme, seeking to use natural features such as trees to make Victoria an attractive place to work and visit, but also one that is resilient to current environmental challenges and the anticipated effects of future climate change".
Tom Faulkes, Chairman Victoria BID

Cost: £65,000

BID SHOWCASE

WATERLOO QUARTER BID: Packed Lunch – Workplace Health

The Project: The Packed Lunch project aims to improve wellbeing in the workplace, improve the work-life balance of local employees and encourage them to make the most of what Waterloo has to offer. It was initially funded for two years by a grant from the Department of Work & Pensions acknowledging the enormous cost to the economy from stress-related absenteeism and poor health. The Waterloo area is characterised by small employers with no in-house resource to address mental wellbeing of their employees.

The Outcome: The project delivered a wide range of subsidised activities designed to fit within a lunch break that addressed three Mental Health Foundation's key recommendations – keep active; take a break; and learn a new skill. The activities ranged from pilates to charity football tournaments to poetry workshops and bike maintenance. A total of 86 businesses took part representing 26% of local firms and 965 different activities were accessed. From an evaluation with HR managers it was found that 93% saw health benefits; and 50% noted a change in office culture as a result. The project has continued beyond the two year grant period using some core BID funds and is now being 50% matched by participants.

What the employees say:
"My weekly pilates session is the only time I leave my desk at lunchtime throughout the week. I think it is vital to have these fantastic opportunities offered by Waterloo Quarter for the wellbeing of the local working community".
Participant of the Pilates Session

Cost: £48,500 over two years (funded by DWP)

BID SHOWCASE

WINCHESTER BID: Street Pastors

The Project: Over 40 volunteers on the streets of Winchester, working alongside the Police and PubWatch, making sure the night-time economy is safe and cared for.

The Outcome: The public perception of Street Pastors is very positive building strong relationships with partners in the night-time economy. Working in partnership, alcohol fuelled violence against the person was down by 62% in the first year. In the second year, assaults are down by 39%, anti-social behaviour down by 20% and criminal damage down by 57%.

What the businesses say:

"During their patrols, the Street Pastors provide young people with flip flops (when their high heels are broken or lost), aluminium blankets, lollypops to calm people down, bottles of water, cups of tea to warm them up and taxis for when they can't get home. Pubwatch members have regularly thanked the Street Pastors scheme for their help. I believe the City has benefitted hugely from this scheme.

Cost: £6,000

8. Full List of BIDs as at 1st April 2012

Responses for 2011 and 2012 (Italics denote new BIDs commencing 1st April 2012, grey denotes industrial)

BID LOCATION	BID NAME	2011	2012
Albion	Albion Business Consortium	N	Y
Altham	Altham BID	Y	N
Astmoor	Astmoor Industrial Estate	Y	N
Barnstable	Barnstaple Town Centre Management BID	Y	Y
Bath	Bath BID	Y	Y
Bedford	Bedford BID	N	Y
Beeston	Beeston BID	Y	Y
Birmingham Acocks Green	Acocks Green Village BID	N/A	Y
Birmingham Broad Street	Birmingham Broad Street BID	Y	Y
Birmingham Colmore	Colmore Business District BID	Y	Y
Birmingham Kings Heath	Kings Heath BID	Y	Y
Birmingham Northfield	Northfield BID	N/A	N
Birmingham Retail	Birmingham Retail BID	Y	Y
Birmingham Southside	Birmingham Southside	Y	Y
Birminghman Erdington	Erdington Town Centre Partnership BID	N	Y
Blackburn	Blackburn EDZ BID	Y	Y
Blackpool	Blackpool Town Centre BID	N	Y
Bolton	Bolton BID	Y	Y (incomplete)
Boston	Boston BID	Y	Y
Brackmills	Brackmills Industrial Estate BID	N	N
Brighton	Brighton BID	Y	Y
Bristol Broadmead	Bristol Broadmead BID	Y	Y
Bury St Edmunds	BID4Bury	Y	Y
Camberley	Collectively Camberley	N/A	N
Camborne	*BID Camborne*	*N/A*	*Y*
Cannock Chase	Cannock Chase BID	Y	N
Canterbury	Canterbury Industrial Estate BID	N	N
Cater	Cater Business Park	N	N
Chichester	*Chichester BID*	*N/A*	*Y*
Coventry City	Coventry City Centre(CV One Ltd)	Y	Y
Cowpen	Cowpen BID	N	Y (incomplete)
Croydon	Croydon BID	Y	Y
Darlington	*Distinct Darlington BID*	*N/A*	*Y(incomplete)*
Daventry	Daventry BID	Y	Y
Derby Cathedral	Derby Cathedral Quarter	N	Y
Derby St Peters	St Peters Quarter	N/A	Y
Dorchester	Dorchester BID	Y	Y
Falmouth	Falmouth BID	N	Y
Great Yarmouth	GY BID	Y	Y
Halebank	Halebank Industrial Estate BID	N	N
Hams Hall	Hams Hall BID	N	N
Hinckley	Hinckley BID	Y	Y
Hitchin	Hitchin BID	N	Y
Hull	Hull BID	Y	Y
Ipswich	Ipswich Central	Y	Y
Ireland Dublin	Dublin City BID Company	Y	Y
Ireland Dundalk	Dundalk BID	Y	Y
Lancing	Lancing Business Park BID	Y	Y
Langthwaite	Langthwaite	N	N
Leamington	Royal Leamington Spa BID	N	Y
Lincoln	Lincoln BIG BID	Y	Y
Liverpool City	Liverpool City Central BID	Y	Y
Liverpool Commercial	Liverpool Commercial District BID	N/A	Y
London Angel	Angel AIM BID	Y	Y
London Argall	Argall BID	Y	Y
London Bankside	Better Bankside	Y	Y
London Bayswater	Bayswater BID	Y	Y

London Bexleyheath	Bexleyheath BID	N/A	Y
London Bridge	Team London Bridge	Y	Y
London Camden	Camden Town Unlimited	Y	Y
London Ealing	Ealing Broadway BID	Y	Y
London Garratt Park	Garratt Business Park	Y	Y
London Hainault	Hainault Business Park	Y	Y
London Hammersmith	Hammersmith London	Y	Y
London Leicester Sq to Piccadilly Circus	Heart of London Leicester Square to Piccadilly Circus	Y	Y
London Piccadilly & St James	*Heart of London Piccadilly & St James*	*N/A*	*Y*
London Ilford	Ilford BID	Y	Y
London Inmidtown	inmidtown BID	Y	Y
London Kimpton	Kimpton Industrial Park	Y	Y
London Kingston	Kingstonfirst BID	Y	Y
London Leytonstone	E11 BID	N	Y
London New West End	New West End Company	Y	Y
London Paddington	Paddington Waterside Partnership	Y	Y
London Park Royal	Park Royal BID	N/A	N/A*
London Riverside	London Riverside BID	Y	Y
London Vauxhall	*Vauxhall One*	*N/A*	*Y*
London Victoria	Victoria BID	Y	Y
London Waterloo	Waterloo Quarter	Y	Y
London Willow Lane	Willow Lane BID	Y	Y
London Wimbledon	*Love Wimbledon*	*N/A*	*Y*
Longhill & Sandgate	Longhill & Sandgate Industrial Area BID	Y	Y
Loughborough	Loughborough BID	N/A	Y
Mansfield	Mansfield BID	Y	Y
Melton Mowbray	Melton BID	N/A	Y
Newcastle	Newcastle NE1 BID	Y	Y
Newquay	Newquay BID	Y	Y
Northampton	Northampton BID	Y	Y
Nottingham	Nottingham Leisure Partnership	Y	Y
Nottingham	Nottingham Retail	Y	Y
Oldham	Oldham BID	Y	Y
Paignton	Paignton BID	N	Y
Plymouth City	Plymouth BID	Y	Y
Plymouth Waterfront	*Plymouth Waterfront*	*N/A*	*Y*
Preston	Preston BID	N	N
Reading	Reading UK CIC	Y	Y
Royston	Royston First	Y	Y
Rugby	Rugby BID	Y	Y
Scotland Aberdeen	*Aberdeen BID*	*N/A*	*Y*
Scotland Alloa	Alloa Town Centre BID	Y	Y
Scotland Bathgate	Bathgate BID	Y	N
Scotland Clackmanshire	Clacksbid	Y	Y (incomplete)
Scotland Clarkston	Clarkston BID	N	Y (late)
Scotland Dunfermline	Dunfermline BID	N	N
Scotland Edinburgh	Essential Edinburgh	Y	Y
Scotland Elgin	Elgin BID	N	Y
Scotland Falkirk	Falkirk BID	Y	Y
Scotland Inverness	Inverness BID	Y	Y (incomplete)
Scotland Kirkcaldy	Kirkcaldy BID	Y	Y
Segensworth	Segensworth BID	Y	N
Skipton	Skipton Gateway to the Dales	Y	Y
Sleaford	Sleaford (East Midlands) BID	N	Y
Solihull	Solihull BID	Y	Y
Southern Cross	Southern Cross Industrial Estate	N	N
Stratford	Stratforward BID	Y	N
Sutton Coldfield	Sutton Coldfield BID	N/A	Y
Swindon	inSwindon BID	Y	Y
Taunton	Taunton BID	N	N

**After the survey period it became apparent that Park Royal did not progress to establishing a BID despite winning a ballot*

Tavistock	Tavistock BID	N/A	N
Torquay	Torquay BID	Y	Y
Truro	Totally Truro	Y	Y
Wales Swansea	Swansea BID	Y	Y
Wellingborough	Wellingborough BID	N	Y
Weston	Weston BID	N/A	N
Wimborne	Wimborne	N/A	Y
Winchester	Winchester BID	Y	Y
Winsford	Winsford 1-5 BID	Y	Y
Witham	Witham BID	N	N
Worcester	Worcester BID	Y	Y
Worthing	Worthing BID	Y	Y

For identification purposes the BIDs have been referred to by their 'Location' name throughout the report.

Nationwide BID

Business Improvement Districts

SURVEY 2012

RESEARCH SPONSORS

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