



Q2 JULY 2020

QUARTERLY BID BAROMETER

Business Improvement Districts
in the British Isles

INTRODUCTION

As we said in our last Barometer three months ago in April, the purpose and uses of this new BID Barometer are multiple. It allows a quarterly snapshot to be taken of the BID community in the British Isles for policy makers, both local and national; it allows chief executives of BIDs to benchmark themselves against their peers and colleagues; it allows Boards of BIDs to both benchmark and identify key performance indicators for their BIDs; it allows levy payers and members of BIDs to ensure that they are getting all the services that they should, and it allows new and developing BIDs to design their services and operations in the most effective fashion.

The very first quarter was during a dramatic time – the COVID-19 virus pandemic was, and is still, affecting BIDs across all parts of the British Isles and we were able to use the data and the contacts to help the industry and the MHCLG with both the operational funding support and a great deal of training and development.

The Barometer uses the quantitative data from the Business Plans of each BID as it comes to ballot; the British BIDs team also scan BID websites, local papers and social media continually to make sure that our data is as up to date and accurate as possible. We have added some further details in response to members' feedback and will continue to do so.

The COVID-19 pandemic, and the Coronavirus Act 2020, mean that BIDs are able to delay their ballots until March 2021 and similarly, developing BIDs will not be coming to ballot until times are clearer. Thus, the data in this Barometer are little changed from the last quarter and reflect primarily our continual fine tuning and updating.

We are also using the Barometer this quarter to give an overview of the various government funding streams for the high street. This has become even more important following the COVID-19 lockdown; we all need to plan for a new and very different future and this large amount of government funding – some £3.6 billion – will be vital for the future of 283 high streets, with links to 107 BIDs. Thus there is an overview in the final section of the barometer.

STRUCTURE OF THE BAROMETER

THE BAROMETER IS IN FOUR SECTIONS: **THE NATIONAL PICTURE** FOR BIDs, SHOWING TOTALS IN VARIOUS CATEGORIES; **THE AVERAGES OF DATA** FOR BIDs; **KEY BALLOT DATA** FOR BIDs; AND SOME **TIME SERIES DATA** ON BIDs FOR THE PAST TEN YEARS; AND FINALLY AN OVERVIEW OF THE **GOVERNMENT FUNDING** FOR THE HIGH STREET.



**THE NATIONAL
PICTURE**



**THE AVERAGES
OF DATA**



**KEY BALLOT
DATA**



**TIME SERIES
DATA**



**GOVERNMENT
FUNDING**



THE NATIONAL PICTURE FOR BIDS

BY COUNTRY, REGION & TYPE

The total active BID community in Great Britain and Northern Ireland, and Ireland totals 328.

There is clearly a regional spread of BIDs, with the major cities having the highest proportion by levy income, but interestingly not necessarily the highest number of hereditaments. This is most plausibly a reflection of differing rateable values across the country.

1. BIDs by region and country, showing hereditaments, income and % of totals

Region	Number of BIDs	Number of Hereditaments	Total Levy Income	% Hereditaments	% Income	% of Levy income
East Midlands	10	5,422	£4,459,071	3.0%	4.1%	3.4%
East of England	28	11,382	£10,086,338	8.5%	8.6%	7.6%
Greater London	69	19,492	£45,467,672	21.0%	14.7%	34.4%
Ireland	6	8,815	£5,374,468	1.8%	6.6%	4.1%
North East England	6	3,105	£2,987,278	1.8%	2.3%	2.3%
North West England	29	12,187	£8,616,178	8.8%	9.2%	6.5%
Northern Ireland	8	3,592	£3,054,540	2.4%	2.7%	2.3%
Scotland	38	11,910	£6,283,042	11.6%	9.0%	4.8%
South East England	36	16,226	£12,807,739	11.0%	12.2%	9.7%
South West England	33	15,165	£9,603,448	10.1%	11.4%	7.3%
Wales	16	3,855	£3,425,439	4.9%	2.9%	2.6%
West Midlands	32	13,164	£11,005,871	9.8%	9.9%	8.3%
Yorkshire and the Humber	17	8,673	£8,912,943	5.2%	6.5%	6.7%
	328	132,988	£132,084,027	100.0%	100.0%	100.0%



2. BIDs by Country

Region	Number of BIDs	Number of Hereditaments	Total Levy Income	% Hereditaments	% Income	% of Levy income
England	260	104,816	£113,946,538	79.3%	78.8%	86.3%
Ireland	6	8,815	£5,374,468	1.8%	6.6%	4.1%
Northern Ireland	8	3,592	£3,054,540	2.4%	2.7%	2.3%
Scotland	38	11,910	£6,283,042	11.6%	9.0%	4.8%
Wales	16	3,855	£3,425,439	4.9%	2.9%	2.6%
	328	132,988	£132,084,027	100.0%	100.0%	100.0%

Types of BIDs

There is an increasing variety in the types of BIDs, with a move away from the original 'crime and grime' retail-led high street BIDs to a much more nuanced range of BIDs that reflect their different business communities, with industrial BIDs morphing into mixed area and commercial bodies. Again, the variety of BIDs is reinforced by the spread of hereditaments across the different types, with some specialist BIDs such as Food and Drink and Industrial showing some interesting numbers and the smallest traditional retail BID having 65 levy payers.



3. BIDs by type, showing incomes and hereditaments

BID Type	Number of BIDs	Number of Hereditaments	Levy Income	% Hereditaments	% Income	% of Levy income [†]	Average number of Hereditaments in a BID [†]
Area BID	3*	1,667	£1,074,311	0.9%	1.3%	0.8%	556
Business Park	8	2,135	£2,203,885	2.4%	1.6%	1.7%	267
City Centre	21	16,265	£18,828,280	6.4%	12.2%	14.3%	775
Commercial	5	2,096	£7,467,564	1.5%	1.6%	5.7%	419
Destination	2	1,354	£1,570,482	0.6%	1.0%	1.2%	677
Digital BID	1	386	£70,000	0.3%	0.3%	0.1%	386
Food & Drink	1	35	£18,500	0.3%	0.0%	0.0%	35
Industrial	18	3,264	£2,429,550	5.5%	2.5%	1.8%	181
Industrial Park	6	1,084	£670,797	1.8%	0.8%	0.5%	181
Leisure	2	370	£1,871,926	0.6%	0.3%	1.4%	185
Mixed Area	12	3,731	£11,545,348	3.7%	2.8%	8.7%	311
Property Owner	4	268	£6,059,779	1.2%	0.2%	4.6%	67
Retail & Leisure	3	1,633	£5,214,340	0.9%	1.2%	3.9%	544
Retail & Tourism	1	245	£107,000	0.3%	0.2%	0.1%	245
Tourism	7	4,174	£2,270,770	2.1%	3.1%	1.7%	596
Town Centre	232	93,525	£70,063,235	70.7%	70.3%	53.0%	403
Town Centre/ Tourism	2	756	£618,260	0.6%	0.6%	0.5%	378
	328	132,988	£132,084,027	100.0%	100.0%	100.0%	405

*Updated from Q1 report.
†Newly reported for Q2.



Developing BIDs

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

The numbers remain reasonably constant, although it is clear this quarter that a number of BIDs have moved their ballot date or have put their development on hold until after the COVID-19 pandemic. We shall continue to monitor ballots for developing BIDs and update the industry through our weekly Ballot Watch.

4. Current Developing BIDs by Country and Region

Region	Number of Developing BIDs**
East Midlands	1
East of England	5
Greater London†	1
North West England	2
Scotland	12
South East England	9
South West England	7
Wales	6
West Midlands	3
Yorkshire and the Humber	5
	51

†Newly reported for Q2.
**Various updates can be seen from Q1.



THE AVERAGES OF DATA

FOR BIDs

The data for individual BIDs are provided 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 is still at 1.4, with an interesting spread between BID terms, possibly a reflection of early adopters coming from the higher rateable value areas. The larger levy rates tend to come from the Industrial BIDs, which have fewer hereditaments.

5. Levy rates of current BIDs in % of RV

BIDs by Term	Average of BID levy%	Max. of BID levy %
1ST TERM	1.5	3.5
2ND TERM	1.4	2.5
3RD TERM	1.5	5.0
4TH TERM	1.1	2.0
AVERAGE ALL TERMS	1.4	5.0

BID hereditaments by terms

Hereditaments are a useful analytical tool for a BID, with half of all BIDs having 448 or less, the smallest number at 35 and the largest at 3,000. Interestingly, as BIDs mature over their terms, they grow larger by their average number of hereditaments.



6. Numbers of Hereditaments in BIDs

Term	Total No. of Hereditaments	Average No. of Hereditaments	Max No. of Hereditaments	Min No. of Hereditaments
1ST TERM	51,117	433	1,550	35
2ND TERM	43,746	433	970	42
3RD TERM	31,109	471	3,000	41
4TH TERM	7,016	585	1,000	199
GRAND TOTAL	132,988	448	3,000	35

Levy Income

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

But again, most BIDs are small, with an average levy income of just over £400,000, and the smallest at £18,500.

7. Levy income for BIDs by Term

Terms	No. of BIDs	Total levy income	Average levy income in a BID	Max levy income	Min levy income
1ST TERM	144	£48,403,385	£343,286	£3,180,000	£18,500
2ND TERM	104	£40,938,053	£393,635	£2,521,000	£20,000
3RD TERM	67	£28,796,877	£429,804	£3,728,544	£47,000
4TH TERM	13	£13,945,712	£1,072,747	£4,099,330	£285,691
GRAND TOTAL	328	£132,084,027	£406,412	£4,099,330	£18,500



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.

Ballots of current active BIDs

8. Ballot data of current BIDs for their current term

Term	Number of BIDs	Average % Turnout	Average of % Favour by Number	Average % in Favour of RV
1ST TERM	144	42.2	73.3	76.4
2ND TERM	104	48.1	75.2	79.9
3RD TERM	67	50.3	81.8	98.2
4TH TERM	13	51.7	82.9	89.9
GRAND TOTAL	328	46.2	76.0	82.5



Outcomes for all BIDs all terms 2004–2020[‡]

On the other hand, the data that we currently have for 749 outcomes across all BID terms, shows that there are some failures at the ballot stage, and that some BIDs have ceased to operate for a range of different reasons, both mid-term and at the end of their term.

9. Outcomes for all term of all BIDs 2004–2020[‡]

Terms	Numbers of Ballots or other outcomes	Average % Turnout	Average % in Favour by Number	Average % in Favour by RV
1ST TERM	351	43.4	73.5	75.3
2ND TERM	189	49.0	75.1	79.5
3RD TERM	81	50.3	81.4	95.2
4TH TERM	13	51.7	82.9	89.9
ALTERATION BALLOT	1			
CEASED END OF 1ST TERM	7	37.5	69.5	70.7
CEASED END OF 2ND TERM	1	46.0	76.0	63.0
CEASED IN 1ST TERM	10	39.3	67.0	74.3
CEASED IN 2ND TERM	1	55.0	80.0	86.0
CHALLENGE UPHELD	1		68.0	90.0
CHALLENGED AND A REBALLOT HELD	1		51.0	55.0
UNSUCCESSFUL	86	48.2	47.0	47.0
IN PROCESS	7			
GRAND TOTAL	749	46.1	71.8	75.7

[‡]Data Q2 2004–2020. Data Q1 2010–2020



TIME SERIES

2010 – 2020

Time series data shows a growth of BIDs since 2010, with a growth of both income and hereditaments.

10. BID data 2010-2020

Survey year	Number of BIDs	Total Levy Income	Total Hereditaments	Income per Hereditament
2010	102	£23,483,888		
2011	112	£22,085,567	19,353	£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 [Q2]	328	£132,084,027	132,988	£993



GOVERNMENT FUNDING

AND SUPPORT FOR THE HIGH STREET

The story of the Government funding for developing the high street is complex, with three separate funding streams, worth £3.6 billion, and some overlap in terminology. This is a vital new and very large source of innovation and growth in our high streets, and following the latest government announcement the time seems right to try and produce a clearer picture. The database that British BIDs is developing for these projects suggests that there are currently 283 high streets, town, or city centres involved in one or other of the funding streams, and 107 of them have some sort of BID involvement.

Future High Streets Fund

In October 2018 the UK Government launched a new £675 million Future High Streets Fund for England to help local areas to respond to and adapt to changes, and in December 2018 invited Local Authorities in England to submit proposals for projects. In July 2019, 50 areas that had submitted proposals were shortlisted, and each received up to £150,000 of new funding to work up detailed project proposals. In August 2019, following the announcement of a further £325m for the Fund – making it £1 billion all together – a further 50 Local Authorities were shortlisted, taking the total number of areas to 100. These Local Authorities are now working on their detailed BIDs, with an original May 2020 deadline now pushed back because of the COVID-19 emergency.

High Street Heritage Action Zones

Funded by DCMS (£40 million) and MHCLG's Future High Streets Fund (£52 million), and overseen by Historic England, 69 high streets within conservation areas in England will share £92 million for projects that will “transform disused historic buildings into shops, houses and community centres”. A further £3 million will be provided by the National Lottery Heritage Fund to support a cultural programme to engage people in the life and history of their high streets.

High Streets Task Force

In December 2019, the UK government also announced the first 14 of 20 pilot areas for the High Streets Task Force, all different to those places already involved in the Future High Streets Fund. The 14 pilots aren't receiving, or bidding for, direct funding from the Future High Streets Fund, but will instead benefit from training and support via the High Streets Task Force.



Towns Fund and Town Deals

The separate and very much larger £2.6 billion Towns Fund is a capital fund focused on improved urban regeneration, skills and enterprise infrastructure, and connectivity. The 100 places being supported need to establish Town Deal Boards and develop Town Investment Plans (TIPs), with recent further guidance from government. Each town can apply for £25 million, and while the funds may take on a further purpose in helping towns recover and rebound post COVID-19, the overarching objective of the Towns Funds is to drive the sustainable economic regeneration of towns for long-term economic and productivity growth.

These various funds account for £3.6 billion in total, although they have different purposes, and operate separately, despite being bundled together by government. The Towns Fund is worth £2.6 billion and the Future High Streets Fund £1 billion. Some towns selected for a Town Deal have also been shortlisted for the Future High Streets Fund or a Heritage Action Zone, and as they develop proposals, they need to ensure that they have a clear overall vision and strategy.

It is clear that tracking these 283 projects can only be done through continuous online literature searching, and British BIDs will be attempting to take an overview of those 107 projects with BID involvement and report back to the industry on a regular basis.



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