

THE NATIONAL BID AWARDS 2018

SHORTLISTED FINALISTS



British**BIDs**®

Place Management category

Bournemouth Town Centre BID - Metropole market

Manor Royal BID - The Terrace Pocket Park

New West End Company - Wild West End Garden

Truro BID - City Clean Up Week

Watford BID - Building the foundations for our future

Place Marketing category

Newcastle-under-Lyme BID Ltd - The Homecoming 2018

Bournemouth Coastal BID - Go Bournemouth Coast (GoBoCoast)

Your Bromley - Bromley Schools Wheelbarrow Competition

Colmore BID - Thresholds

Nottingham BID - The Big Lunch

South Bank BID - STAR CARD

St Albans BID - George Street Gin & Jazz

St Ives BID - St Ives Seagull Trail Map

Vauxhall BID - LoveVaux

Place Management



British**BIDs**®

Bournemouth Town Centre BID - Metropole market

- Four events on the last Sunday of each month from September to December 2017.
- Themes included a vintage 'Big Launch', a Mexican 'Day of the Dead', a steampunk inspired 'Alternative Christmas' and a colourful 'Christmas Candy Land'.
- 70 trade stalls.
- Over 40,000 people to Lansdowne increasing low weekend footfall figures to over 10,000 on each Sunday Metropole Market was held.
- Metropole Market reached the finals of the Dorset Tourism Awards 'Festival/Event of the Year' category and Bournemouth & Poole Tourism Awards 'Great Time Out Award'.
- Cost to the BID =£84,045



Manor Royal BID - The Terrace Pocket Park

- Transformation of a poorly maintained parcel of land to create a usable space and new facility for staff and visitors
- Improving the overall look, feel and perception of the area.
- New seating, new planting, new paths, public art and an outdoor table-tennis table colour-coded to match the BID's way-finding system.
- Helped enhance one of Manor Royal's key entranceways.
- Cost to the BID = £103,000



New West End Company - Wild West End Garden

- In partnership with The Portman Estate
- In collaboration with Wild West End, Marble Arch London BID, Baker Street, Quarter Partnership and FM Conway.
- Wild West End Garden was designed and produced by award-winning garden designer Kate Gould and was showcased at the 2018 RHS Chelsea Flower Show, where it was awarded a gold medal in the 'Space to Grow' category.
- The garden has transformed a quiet street in Marylebone, by removing traffic to create a rich habitat for wildlife, improve air quality and provide a new, calm public space for people living, working and visiting London's West End.
- Cost to the BID = £200,000



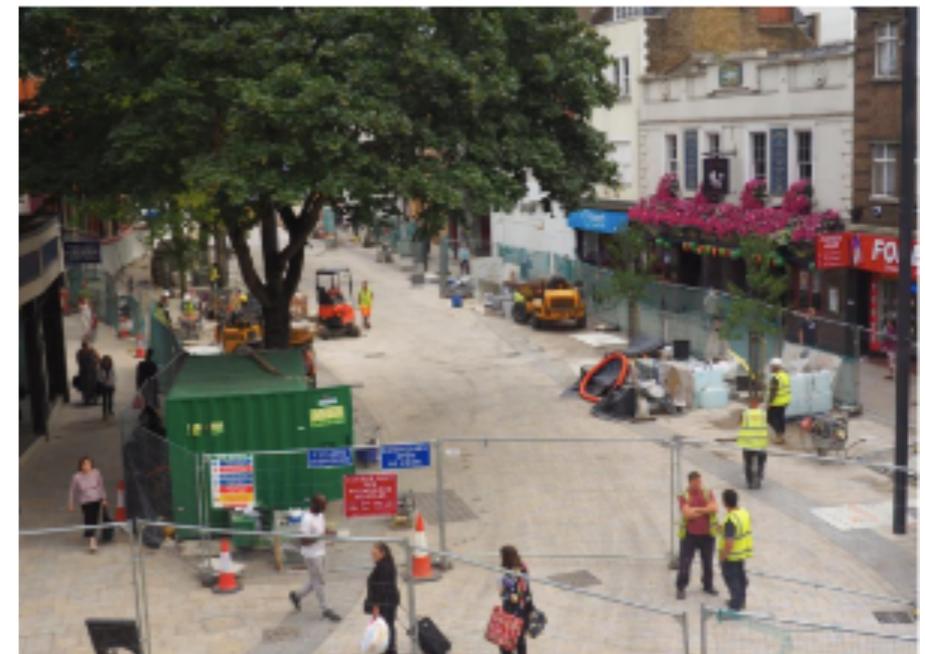
Truro BID - City Clean Up Week

- Over 200 community and business representatives volunteer their time towards litter-picking and cleaning within the city centre and surrounding housing areas.
- Over 250 bags of litter collected, which included a large variety of items such as old bikes, window frames, broken chairs and thousands of bottles.
- Cost to BID = £200



Watford BID - Building the foundations for our future

- £2.3m redesign of Watford High Street, leading to the new £200m intu extension - to complement intu materials and design
- Restricted access of vehicles to High Street via NPRS, 42% reduction in buses using route.
- Relocation and extension of disabled parking (4 to 6) and taxi facilities (4p/t to 9 f/t), plus new waiting area.
- Cost to the BID = £30,000
- Improved street scape and town centre environment, linking town to intu and ensuring a destination of quality
- Facilitated take up of street pavement licenses for new businesses and existing businesses
- Strong partnership between the BID, Watford Borough Council, Herts CC and LEP
- £13.3m of new investment in the town centre as a result of the partnership.



Place Marketing



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Newcastle-under-Lyme BID Ltd

- The Homecoming 2018

- The Homecoming 2018 was one of a series of events in the area linked with Circus250. Philip Astley, the founder of the modern-day circus was born in Newcastle-under-Lyme
- The event played to Newcastle-under-Lyme's historical link with the invention of the Modern Day circus.
- Delivered with Local Authority and Arts Council Funding which the BID applied for.
- Cost to the BID = £5,050.00



Bournemouth Coastal BID - Go Bournemouth Coast (GoBoCoast)

- Coastal BID stakeholders invested into new digital infrastructure which defined all 760 Coastal BID levy businesses with a GPS location.
- Using an app on their smartphone, visitors were encouraged to explore the Coastal BID areas and businesses to unlock unique and interactable characters in business premises to win prizes.
- Used for lots of BID campaigns including 'Love Bournemouth Bunnies': Increased footfall during rainy Easter weekend - +4.8% (UK -4.9%), YoY +8.3% (UK -4%)
- GoBoCoast app aimed to provide a new approach to rapidly changing consumer behaviour
- Cost to BID = £40,000

Love Bournemouth Bunnies

You just found FLUFFY!

Download the free app & scan the logo!

GET IT ON **Google Play** Download on the **App Store**

Share your photos to win awesome prizes! #GoBoCoast

www.gobournemouthcoast.co.uk

[@bournemouthseasons](https://www.facebook.com/bournemouthseasons) [@bmthseasons](https://www.twitter.com/bmthseasons)

Your Bromley - Bromley Schools Wheelbarrow Competition

- 25 local primary schools were invited to decorate and plant a wheelbarrow
- All the wheelbarrows displayed in town centre on plinths around Market Square
- Panel of judges awarding prizes in various categories.
- Owing to the popularity of the wheelbarrow display, a 'People's Choice' competition was launched to encourage anyone to vote for their favourite wheelbarrow. This enabled the BID to capture data.
- People's Choice winners received £100 to spend at a business of their choice within the BID area, adding to the benefits for levy paying retailers
- Gained extensive press coverage
- Increased website traffic and almost 5k votes
- Increased footfall +3.2% YOY
- Cost to the BID = £13,205



Colmore BID - Thresholds

- Conceived and developed by 'Young British Artist' Matt Collishaw and photographic historian Pete James (now deceased), 'Thresholds' restaged one of the earliest exhibitions of photography which took place in 1839 (the year of its discovery), when British scientist William Henry Fox Talbot presented his photographic prints

to the public at King Edward's School in Birmingham.

- The experience was fully immersive, with visitors walking freely through a digitally reconstructed room using virtual reality headsets.
- Strong media coverage
- ROI represents leverage of 95%.
- Cost to BID = £25,000



Nottingham BID - The Big Lunch

- Showcasing Nottingham's lunchtime offering to workers in the city centre and to encourage them to leave their desk at lunchtime.
- BID funded free lunches for the office sector via tickets. Restaurants were offered £5 per meal for each ticket excluding drinks.
- 1,300 free lunches were given away in total across 38 restaurants and cafes to 36 offices in the city centre for use throughout the week of the Big Lunch.
- The campaign brought many new customers from the surrounding area into the cafes and restaurants as well as showcasing lunch opportunities in the city centre.
- 97% of businesses saying they would take part again
- 87% of businesses that took part felt that overall the campaign had a positive impact on their business.
- Cost to BID = £10,429



South Bank BID - STAR CARD

- STAR Card loyalty programme, developed and delivered in conjunction with a neighbouring BID - We Are Waterloo.
- Enables employees, residents and students to access benefits and offers across the wide geography of the two BID areas.
- Businesses and employers from both BID areas post offers and deals.
- Over 200 offers received and posted by participating organisations.
- Over 6,000 subscribers, who receive bi-weekly e-news with the latest offers and deals.
- Achieved +5,000 requests for STAR Cards.
- Cost to the BID = £10,000



St Albans BID - George Street Gin & Jazz

- St Albans BID aligned the retail destination with Jazz
 - One-off evening road closure with music and bars as part of the city wide St Albans Food and Drink Festival week.
 - The street was transformed by businesses' shop windows and set décor to create a magical evening.
 - Project united businesses and introduced the public to the quality and community of the street.
- 5,000 guests arrived for three hours to a street just over 100m long!
 - Online publicity produced a Facebook reach of nearly 50,000, increasing likes to the new BID page by 500%.
 - Seven bus sides advertising the event exposed George Street's stylish brand to 95 surrounding villages.
 - 80% of participating businesses surveyed after the event report that it was better or much better than their expectations.
 - Cost to BID = £12,000



St Ives BID - St Ives Seagull Trail Map

- Twelve eye-catching seagull models placed at bird's eye view in key locations around the town, with each one decorated by a local artist, school, playgroup, business or neighbourhood club.
- Trail maps also contain top tips on how to avoid negative encounters with gulls, and expert advice on how to understand gull behaviour – including a guide to gull language.
- Project created more than £50,000 of PR value through extensive media coverage with an audience and readership of more than 432,000.
- Successfully educated local people and visitors
- Cost to BID = £7,038



Vauxhall BID - LoveVaux

- Jointly funded by Vauxhall One and Lambeth Council.
- From June – December the LoveVaux events program ran or funded over 20 different events in Vauxhall.
- Included bringing Berlin's famous Bearpit Karaoke to Vauxhall, turning a pedestrian/cycle tunnel into a 1960's gay club to celebrate 50 years since the decriminalisation of homosexuality in the UK and a two-day atmospheric exploration of light and fire in Vauxhall Pleasure Gardens.
- Immersive lighting/fire performance listed as the number one thing to do in London from Time Out.
- 93,078 twitter impressions and attracted approximately 3,500 people over a weekend to Vauxhall, increasing evening spend in Vauxhall restaurants/eateries by 15%.
- Extensive press coverage.
- Cost to BID = £40,000



WINNERS WILL BE AWARDED
ON 8TH NOVEMBER AT THE
NATIONAL BIDS CONFERENCE



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