

# THE NATIONAL BID AWARDS 2019

SHORTLISTED FINALISTS



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# The Shortlists

## Place Marketing Category

Manchester BID – Halloween in the City

For Cardiff – City of Arcades

Edinburgh West End – West End Character Project

## Place Management Category

South Bank BID – Accessible South Bank

Sidcup BID – Showcase Sidcup

Sligo BID – Town Coach Park Facility

## Special Recognition Category

Plymouth Waterfront – Plastic Free Plymouth Waterfront

Victoria BID – Victoria Emergency Notification System

Ipswich Central – The Ipswich Vision, 5 Years On



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# Place Marketing Shortlist



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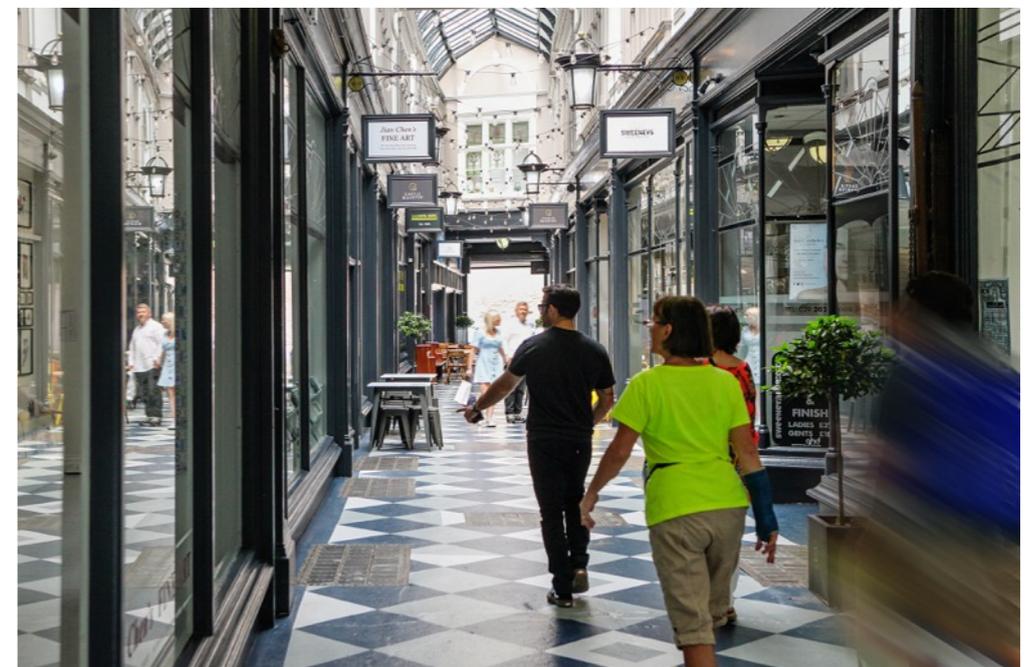
# Manchester BID – Halloween in the City

- Launched in October as a city-wide celebration to welcome a broad mix of customers and encourage people to explore and stay in the city.
- Themes included thousands of pumpkin lanterns, spooky dog shows, greenlit iconic buildings, roaming skeleton parades, themed trick or treat trails, a giant maze haunted by ghostly creatures, live make-up displays in windows and a Capital FM music stage.
- The impact from the event was huge, increasing footfall by 15% and sales by 27% across the period. And after the success, Halloween is now a fixture on the city's civic event calendar.



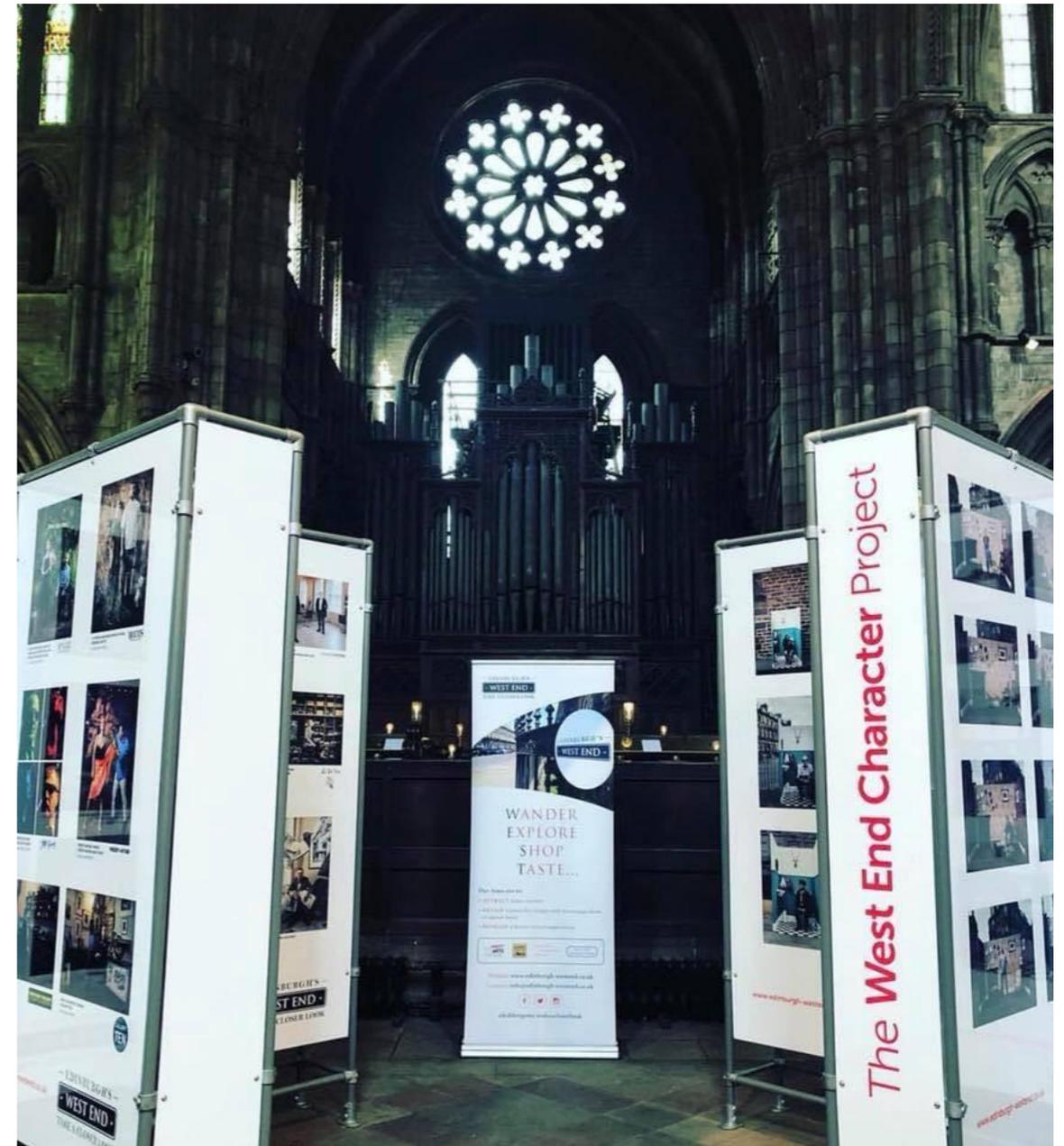
# For Cardiff – City of Arcades

- Promoted throughout June and September to re-engage with Cardiff shoppers to generate interest in the campaign and to reach new visitors and customers.
- The project was initiated to create a memorable brand that reflects and celebrates the architectural beauty of the arcades.
- The project allowed residents to vote for their favourite independent business within the arcade which was monitored with a real time data chart on the website making the vote status visible at all times. The lucky winners were announced via a live streamed brass band walking through the city centre and presenting businesses with their prize.



# Edinburgh West End – West End Character Project

- Taking place throughout August and September, the project was a photographic exhibition designed to build a sense of community spirit, gain recognition during the busy Edinburgh Fringe period and profile unique independent businesses whilst showcasing West End life.
- The project included two high profile exhibitions. One outdoors in Coates Crescent Gardens throughout August and one within St. Mary's Cathedral throughout September.
- The project received high profile media coverage and a high engagement level both online and offline.



# Place Management Shortlist



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# South Bank BID – Accessible South Bank

- With 30 million visitors a year, South Bank BID commissioned surveyors to audit the major transport hubs, attractions, venues and public spaces in the area providing Detailed Access Guides for over 50 places.
- Each venue was also given access to guidance documentations with a range of solutions.
- The successful project has made South Bank London's most welcoming and accessible neighbourhood.



# Sidcup BID – Showcase Sidcup

- The goal for Showcase Sidcup was to involve the community in continuing to improve and maintain a well cared for safe environment to live, work and play.
- The project included several smaller projects such as regular community clean ups, reduced reliance on plastics with installation of a water fountain to encourage refillable bottles and much more!
- The impact of the project led to it receiving a Bronze Award by London in Bloom.



# Sligo BID – Coach Park Facility

- Sligo had a negative perception in the coach sector, and being a stopping point to one of the longest touring routes in the world (The Wild Atlantic Way) this needed to be improved. The 2 year project to improve this was completed in April 2019.
- The improvements are now being marketed to industry bodies across Europe as a case study.
- Crucially, coach sector business to Sligo increased by 25% from June 2018 to June 2019 and another successful result was that Sligo was the first to be awarded the coach Friendly Destination kitemark in Ireland.



# Special Recognition Shortlist



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# Plymouth Waterfront – Plastic Free Plymouth Waterfront

- Delivered from April – June, one of the driving goals for the project was to swiftly reduce the amount of plastic litter in the public realm and marine environment around the Waterfront BID's extensive coastline. Another goal was to position Plymouth as the vanguard city for driving change in the single-use plastics effort taking place across the nation.
- The project received good results with over 100 BID businesses signed up in just three weeks pledging changes to their operations, including plastic straws, cups, cutlery and stirrers.
- Within five weeks of commencing the work, Plymouth were recognised for their partnership efforts by the Surfers Against Sewage and won the accolade of Plastic Free Plymouth Waterfront, the first city district to win the award in the UK. Work continued with a three month Polar Bear Explorer trail educating families about what they could do to reduce single-use plastic from entering the Ocean.



**PLASTIC FREE**  
**PLYMOUTH**  
**WATERFRONT**  
SURFERS AGAINST SEWAGE

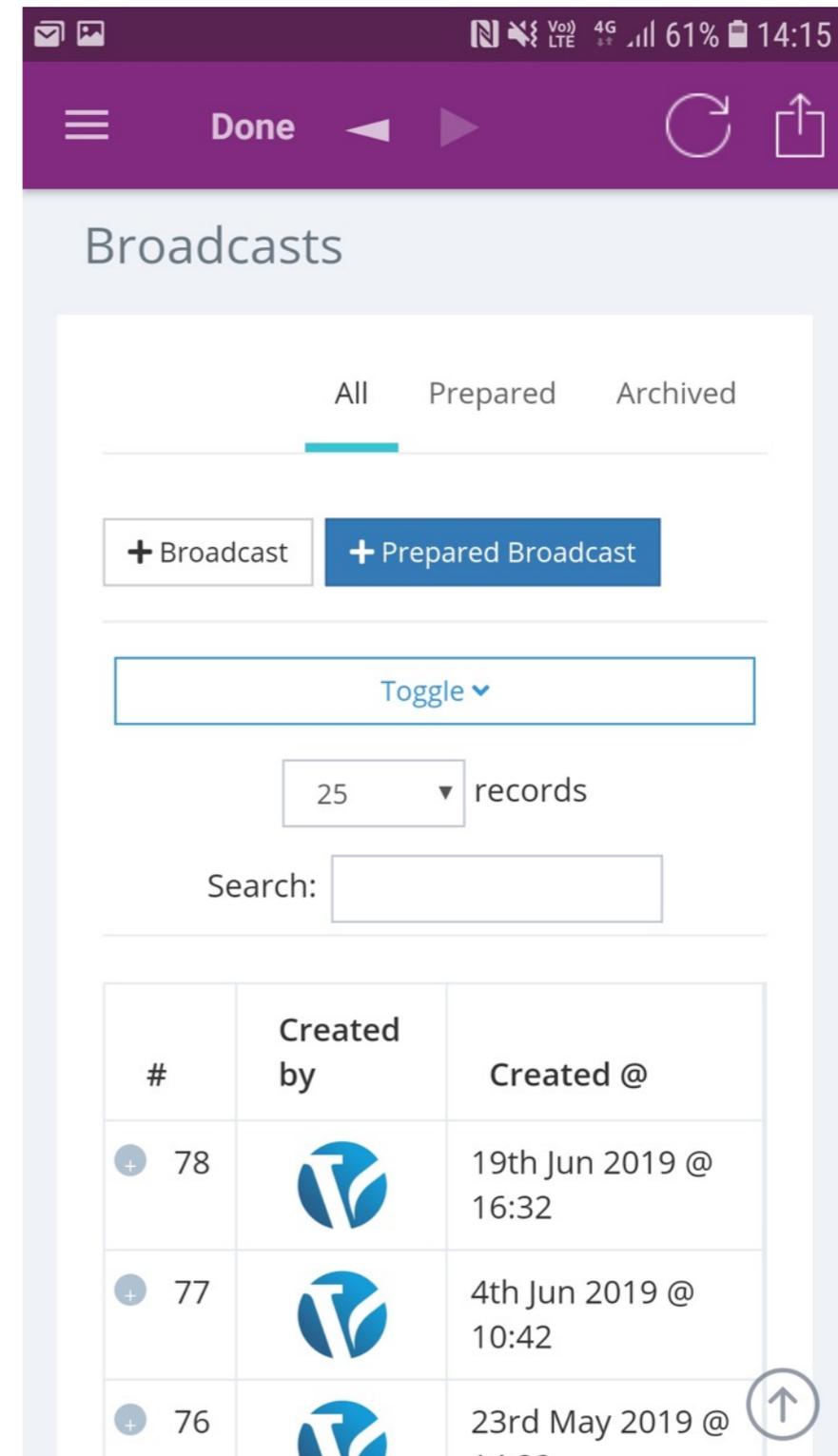
# Ipswich Central – The Ipswich Vision, 5 years on

- The Ipswich Central vision was to ‘turn the town around’ and this has been happening over the past 5 years with several improvements to the town.
- Changes so far include improvements to Ipswich Train Station and the Princes Street business corridor. Along with a complete transformation to the Cornhill Square and Crown Street Car Park in the heart of the town centre/BID area.
- The improvements are still ongoing and will continue to improve Ipswich Town.



# Victoria BID - Victoria Emergency Notification System

- This project was an implementation of a crisis management platform across the BID creating a security network for all its members.
- Victoria BID is the first BID nationally to implement a platform of its kind.
- Victoria Emergency Notification System allows the BID to communicate with its members in a matter of seconds. Since the platform was implemented in January 2019, 77 broadcasts have been sent to members to notify them of things happening in the area e.g. Extinction Rebellion.



**WINNERS WILL BE AWARDED  
ON 7th NOVEMBER AT THE  
NATIONAL BIDs CONFERENCE**



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