

# Bournemouth BIDs Conference

Wednesday, 05 October 2016



Bournemouth  
town centre bid



Department of Tourism  
and Hospitality

Bournemouth  
COASTAL BID



# The BID Concept – Past, Present and Future



Dr Julie Grail  
Managing Director

# What is a BID?

BIDs are business-led partnerships focused on improving and enhancing commercial areas including town and city centres, commercial locations and industrial estates.

# Origins of BIDs?

Date back to 1950s in North America

Now many countries around the world

BIAs in Canada

BIDs in United States

CIDs in South Africa

Predominantly based on property owner elsewhere

Now estimated more than 2,000 across the world

# Why do we have BIDs?

Disparate ownership and needs

Competition to the high street heightened

Public sector resources decreasing

Customer expectations higher

# What difference do BIDs make?

Focus on increasing trade and reducing cost

Deliver coordinated projects and services

Sell the location as one single entity to the consumer

# A Typical Timeline of a BID for First Term

-1 yr +	Extensive consultation and engagement
-6 mths	Support and commitment to a ballot
-3 mths	Ballot held
0	Start of BID
1 yr	Early establishment, quick wins
2 yr	Strong management, governance and engagement
3 yr	Evidence of delivery and value
4 yr	Review of needs and evaluation of impact
5 yr	Renewal for a second term

# Totals for the Industry

Nationwide BID Survey 2015\* – data as at 1 April 2015

203 BIDs

85,176 Hereditaments

£146,769,600 Investment

*Total number of BIDs today - 251*



# How do they make a difference?

Cleaning up (clean, safe, green, cared-for)

Promoting (branding, campaigns, online, social)

Enlivening (events, animation)

Cost-saving (recycling, supplies, insurances)

Innovating (quirky to commercial)

# Gradual Evolution of BIDs

Place management to place shaping

Ad hoc marketing to Place branding

Demand-led lobbying to strategic voice

Changing expectations of public realm custodian

# The Role of your Local Authority

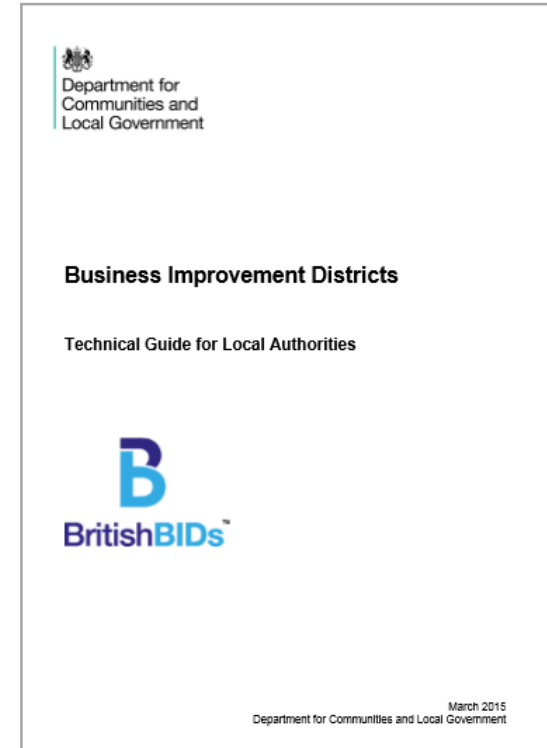
Custodian of Regulations

Rating List Holder

Ballot Holder

BID Levy Collector

Service Provider



# Guiding Principles of a well-managed BID

Voluntary Code of Conduct for the Industry

Focus on:

Transparency & Accountability

Governance & Management

Communicating & Reporting



# Future Challenges to the BID Concept

Squeeze on Public Finances

Devolution and Combined Local Authorities

Business Rate Review and Retention

Sub-regional Partnerships – LEPs and DMOs

Rapidly evolving Retail Economy

Consolidation of the Food and Beverage Economy

Changing nature of the Late Night Economy



[www.thebidsbusiness.com](http://www.thebidsbusiness.com)