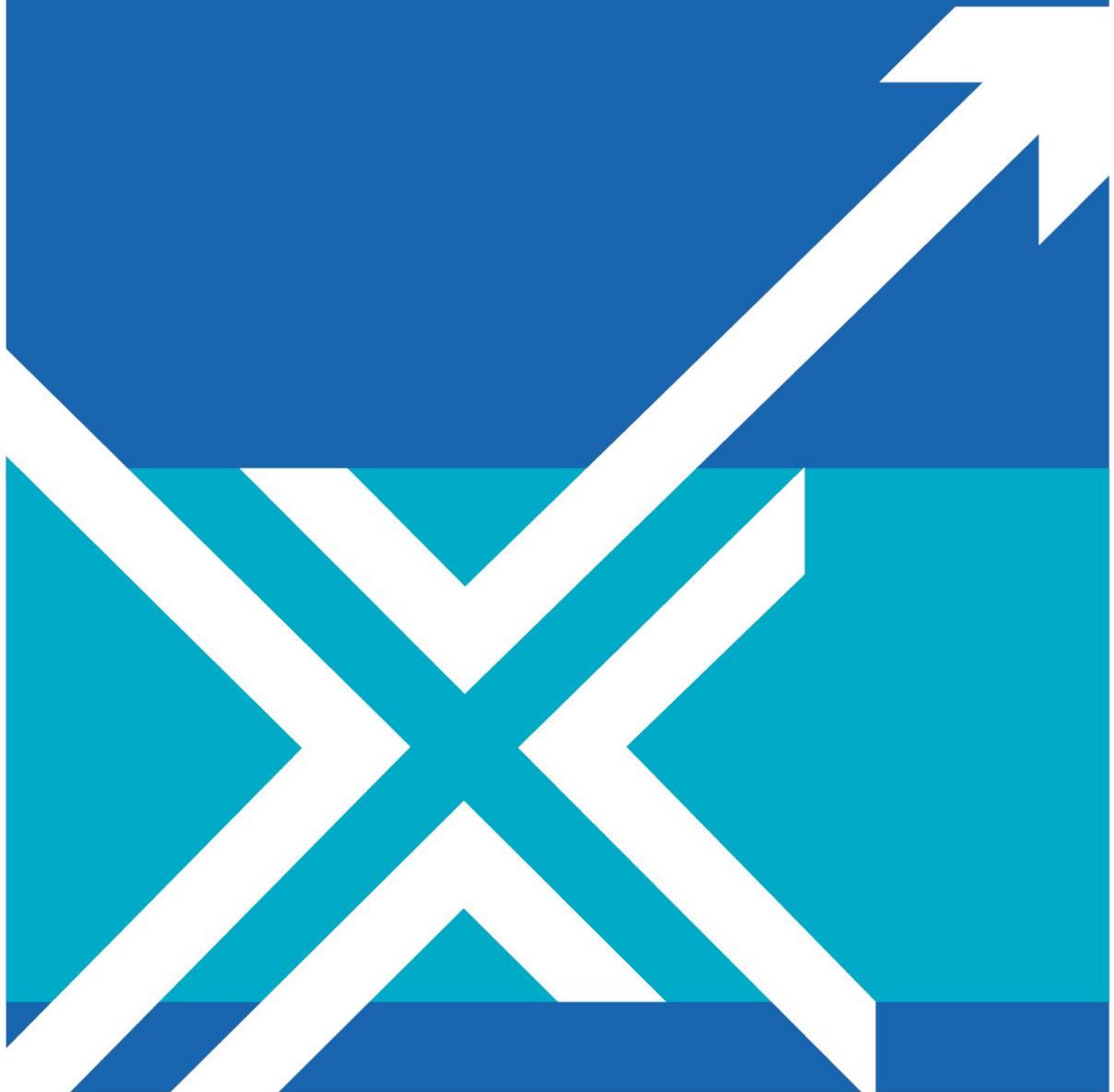




SCOTLAND'S
IMPROVEMENT
DISTRICTS

BIDS MADE EASIER:

20 POINT GUIDE TO DEVELOPING A BID



BIDs Made Easier:

20 point guide to developing a BID

- 1 Don't reinvent the wheel; there is a National Account Manager for BIDs in Scotland. Make contact and ask for help and advice.
- 2 Contact the local authority at an early stage in the BID process and determine whether they are in favour of the creation of a BID. Without support from the local authority, the establishment of a BID will be more difficult, more time consuming and probably less effective should the BID achieve operational status.
- 3 What existing partnerships are there within the proposed BID area? Consider partnering with an existing entity to develop the BID.
- 4 What are the key issues in the proposed BID area; can the BID help resolve some of these issues? Does the area need a BID?
- 5 Is there local support for a BID in the proposed area?
- 6 Define the proposed BID area carefully to ensure it has an impact. Defining a large BID area may mean there is less impact on the issues affecting the area and therefore increasing the risk of not achieving a positive ballot result.
- 7 Is the BID to involve only property occupiers or both property occupiers and owners?
- 8 Is the BID area financially viable with the BID levy alone or will the BID have to rely on contributions from other sources to enable it to operate?
- 9 Ensure local authority involvement in the steering group – both the officers and the local politicians – they can provide a lot of information on Non-Domestic Ratepayers, local policies, partnerships, balloting and levy collection.
- 10 Ensure the steering group is representative of the BID area businesses, invite locally respected business champions and groups onto the steering group, and ensure respected business people are elected as chair and vice chair. Make sure the chair and vice chair can devote time to lobbying, speaking and influencing others on behalf of the BID.
- 11 Deciding when to start the BID process is just as important as deciding when to hold a ballot. With a good project team an operational BID should be achievable in 12 to 14 months. Remember - Christmas, Easter, Holyrood and Westminster elections and the holiday periods are not good times to hold a ballot!
- 12 Don't start work and announce the BID until there is agreement from everybody involved in the development of the BID. Ensure there are solid foundations in place first.
- 13 Create a project plan, entering the key legislative dates, election campaign, meetings and consultation period. Don't underestimate how long it will take to consult with the businesses, draft the BID proposal and business plan.

- 14 A marketing and communications plan should be put in place from the onset and it must be run on a professional basis, especially during and leading up to the ballot period.
- 15 Aim to do one-to-one consultations. The evidence to date suggests this is the best method to achieve a positive ballot result. However, don't forget newsletters, website, editorial in local papers, local radio and leaflets.
- 16 Arrange for the business champions to speak on the BIDs behalf, business to business is more successful than any other.
- 17 The levy is an investment in the future of the town/city centre/business park etc. it is a NEVER a tax.
- 18 Keep meticulous records of the consultation, the yes, don't know and no voters. Add this information to the database of properties/voters. During the ballot period make sure you "get the vote out".
- 19 Prior to the ballot date being finalized, ensure there is at least 20% yes votes confirmed by number and rateable value. Crunch the numbers to ensure a positive ballot result.
- 20 BIDs are hard work and require a lot of time and effort - make sure everything is in place before starting!