

SHIRLEY BID

INFORMATION SHEET 3



HOW A BUSINESS IMPROVEMENT DISTRICT (BID) COULD HELP YOUR BUSINESS

As part of the development of a BID proposal for Shirley, this sheet outlines what BIDs have achieved elsewhere and how your business could benefit.



A QUICK REMINDER: WHAT IS A BID?

A BID is a business-led and business-funded body, set up specifically to improve a geographically-defined commercial area. BIDs are generally governed by a Board selected from businesses in the BID area which pay a levy. It means businesses have a genuine voice, deciding and directing which extra services or activities they want for the area.

WHAT HAS HAPPENED ELSEWHERE?

There are more than 280 BIDs already operating across the UK, with the majority focusing on town or city centres, and many seeing significant improvements in footfall and increased sales. In total, BIDS have raised over £200 million, including additional revenue sources, to fund the improvement of their BID areas. Here are just some examples of the achievements of two local BIDs:

Acocks Green

- Creation of large-scale street events
- Production of a promotional magazine
- Provision of free business training
- Development of a 3,000 strong social media profile
- A programme of graffiti removal
- Employment of a town centre warden

Northfield

- Provision of a caretaker to provide a local maintenance service
- Development of a Retail Crime Partnership

- Investment of over £50,000 in Christmas lights
- Provision of legal and HR support to BID businesses
- Production of advertising panels for the town centre

SO HOW COULD MY SECTOR BENEFIT?

The activities of the BID would be designed to benefit the entire range of business sectors within central Shirley as follows:

Independent retailers

- Distinct promotional campaigns, to highlight the range and quality of speciality independent businesses
- The opportunity to participate in a number of new events and projects to raise the profile of your business
- Discounted costs on a range of business overheads negotiated on your behalf by the BID
- Access to a range of professional and support services arranged for the town by the BID

National retailers

- Being part of a local network of major retailers, enabling you to share and gain in-depth trading insights
- Access to key town centre performance information, such as footfall data, sales performance, car park occupancy and vacant unit trends
- The ability to collaborate operationally over seasonal trading campaigns
- Promotion and marketing of Shirley to a wider and more targeted local and regional audience

For further information, visit www.shirleybid.co.uk



Leisure operators

- As with the independent retail sector, promotional campaigns to highlight the range and quality of food and drink businesses – both collectively and individually
- The creation of events and projects to directly involve and promote the range of leisure and cultural opportunities in the town
- Work towards specific projects to improve the night-time economy experience, and to further energise the 5pm-7pm period

Professional sector

- Additional activities aimed specifically at the professional businesses within the town centre
- The ability to promote your services to more than 200 fellow town centre businesses, through regular BID communications such as newsletters
- Greater co-ordination and interaction with regional bodies, such as the Combined Authority and Local Enterprise Partnership

WHAT TYPE OF PROJECTS ARE BEING CONSIDERED?

The responses from a recent survey of businesses suggested that improvement plans for Shirley should focus around the following, all of which would be in addition to any existing activities. Any other ideas you may have are encouraged as part of our ongoing consultation.

- Improvements to the appearance of empty shops
- Marketing & promotion of the town
- Car parking improvements
- Major town centre events or festivals
- Street markets
- Business to business communications

A REMINDER OF WHEN THIS COULD HAPPEN?

The current proposals are for the following timetable to adopted:

Month	Key milestone
August 2017 – January 2018	Business liaison and consultation on proposed Business Plan
February 2018	Launch of Business Plan
April 2018	Ballot papers issued
May 2018	Votes cast and result announced
June 2018 – August 2018	BID begins operation – subject to a positive vote

SO HOW CAN I GIVE MY VIEWS?

We want the views of as many businesses as possible in helping shape the proposals, and would urge you to get in touch with us via the details shown below.

HOW CAN I BECOME INVOLVED?

BID Champions

Would you like to join us as a BID Champion? You will act as an informal ambassador for the BID proposals, and liaise with businesses during the consultation period and beyond. We are keen for as many people to be involved as possible, so that all businesses in Shirley are fully aware of how the BID proposal is progressing, especially over the next few months!

Shadow Board Members

We are also seeking volunteers who may be interested in joining the Shadow Board, to help direct the emerging BID proposals. This will involve monthly meetings and, if you wish, may eventually lead to your participation in the BID Board, if it is formally incorporated. Being a Shadow Board member will give you the opportunity to influence proposals, and contribute to the development of the BID Business Plan, as we seek to incorporate all of the views of Shirley businesses.

If you are interested in becoming a BID Champion or Shadow Board member, or for any further information, please contact:

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Further details are also available on the website at www.shirleybid.co.uk



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