

Key Phases of a BID

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Phase One

1. Research

1. Assess business strength within the area.
2. Who are the key players?
3. Who is most likely to support, least likely to support a BID?

2. Opportunity

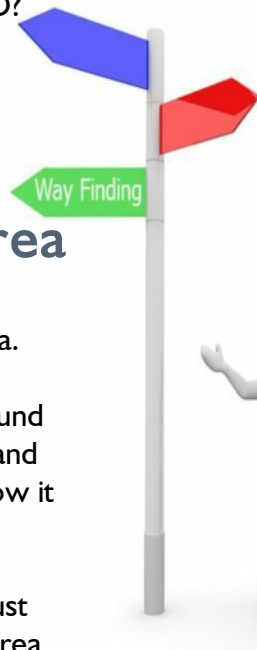
1. Look at existing community interest companies or institutions.
2. Is there best practice, shared knowledge or a possible merge that could be considered?

3. Team

1. Pull together your initial Steering Committee.
2. Consider your key stakeholders, businesses, universities, residents etc.
3. Ensure all businesses are represented.

4. BID Area

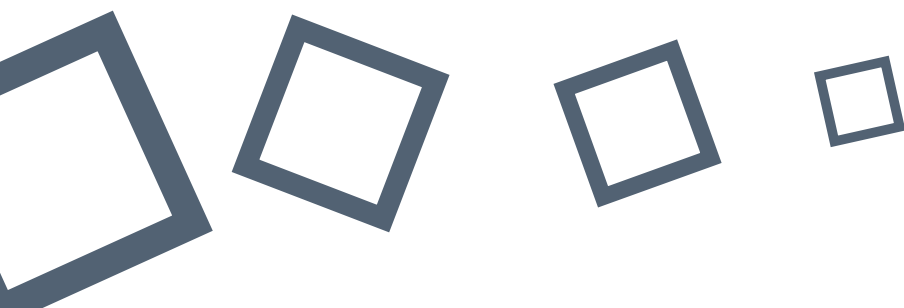
1. It's now time to agree a BID area.
2. Walk/Drive around proposed area and really get to know it well.
3. If necessary adjust proposed BID area boundaries before making a final decision.



5. Foundations

Agree a startup status for the BID, consider:

- Not For Profit.
- Community Interest Company.
- Charity



Phase Two



Project Planning

Set up your BID as you would any other business :

- Timelines/Phases
- Key Milestones
- Budget
- Accommodation
- Resource
- Financial Processes
- Decision Making Processes
- Project Management



BID Area Audit

It's always a good idea to ask an organisation outside of the BID area to do this audit for you, They are more likely to produce an unbiased report.

Assess the strengths, weaknesses and opportunities in the proposed BID area. Consider:

- Infrastructure
- Tourism offer
- Daytime/evening economy
- Events
- Demographics
- Local municipality support
- Retail/Business Offer
- Look for 'easy win' projects

BIG DATA

Phase Three

Your audit is complete and it's time to set up the database of proposed BID levy payers and the voluntary contributions you will be aiming for.

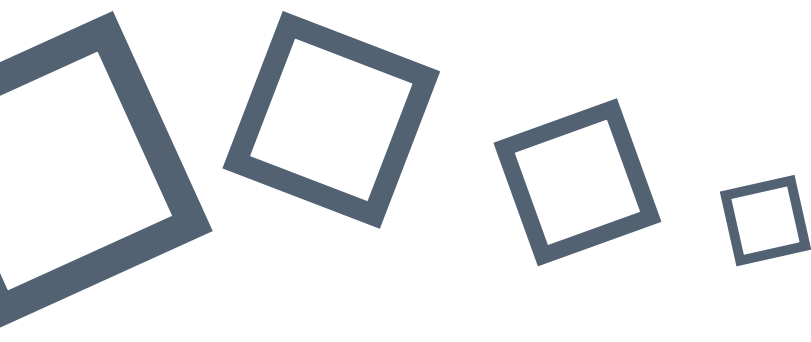
This database should have the following information and will take the form of a spreadsheet:

- Full Property Address
- Unique ID Ref No
- Name of Property Owner
- Full Contact Details For Above
- Suggested BID Contribution
- Business Name
- Business Type
- Business Owner/Tenant
- Full Contact Details For Above
- Suggested BID Contribution
- Comment Box
- Yes/No/Maybe Box

You may decide to only ask for a contribution from the property owner or just the business. You don't have to include both, it's entirely up to you.

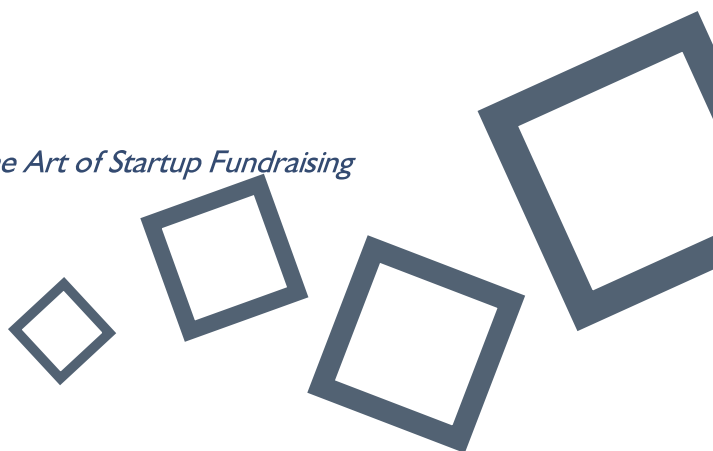
Use the comment box to note all forms of communication with the proposed contributor, as well as agreed actions.

The yes/no/maybe box will allow you



“Ideas are meaningless without a masterful execution.”

Alejandro Cremades, The Art of Startup Fundraising



Phase Four

Now you have a steering committee and they've agreed and audited the BID area. You also have a database of possible contributors and a projection of voluntary contributions.

It's time to draft a BID Proposal. The aim of which, is to get input and feedback from businesses within the BID area.

In the proposal you will introduce the BID concept and steering committee. There should also be a graphic image of the BID area, along with a listing of all streets in it.

Include a table of voluntary contributions, based on your fund raising model. It's good at this point to give options to choose from.

Next, you will identify the highlights and low lights of the BID area audit. Follow this with suggested projects to enhance the area, along with an indication of how these will be funded by the contributions.

It's important to make it clear how the contributions are going to be collected, managed and distributed.

Remember to Include a timeline for the delivery of your BID. I would suggest planning for 5 years.

At the end of the document include a blank page for comments and also a 'Will you support a BID?' tick box, with yes/no/maybe options. Also ask the question, 'How much will you contribute?'

This will enable the businesses to keep a note of any questions they may have and give you an indication of support for the BID.

Transfer this information to the comments section of your database following your visit to that business.

Now it's time to move on to the next stage...

Phase Five

Communication

It's official, 'Communication is King!' Do not underestimate the amount of work you will need to do at this phase of the BID process.

Your hard work and effort at this point will make the BID process a resounding success or an outright failure.

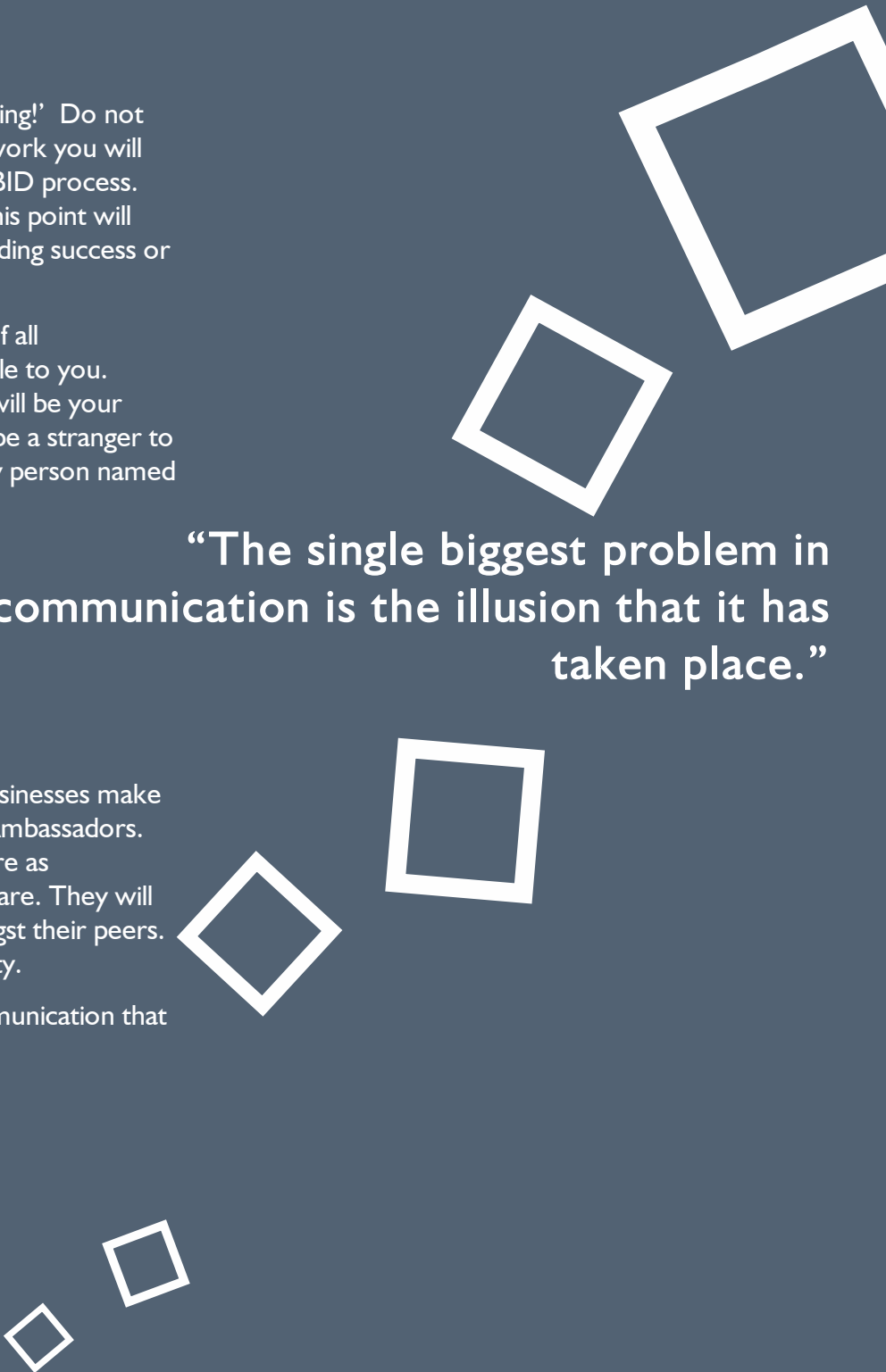
Hint - you need to make use of all communication channels available to you. However, the strongest by far will be your 'Face to Face' contact. Do not be a stranger to anyone on your database. Every person named on that database should know exactly who you are and why you are so passionate about introducing a BID to the municipality.

As you begin interacting with businesses make sure you recruit potential BID Ambassadors. These will be the people who are as enthusiastic about a BID as you are. They will be a strong voice for you amongst their peers. Utilise them at every opportunity.

These are the channels of communication that you should be using at all times:

- Face-Face
- Workshops
- Bespoke Website
- Branding/artwork
- Meetings
- Presentations
- Twitter
- Facebook
- Videos
- Blogs
- Email

Once you have heard, noted and actioned all feedback it's time to re-write the proposal. Take all comments into account...this now becomes the Final Business Plan. Once completed this needs to be distributed to your database. For the next five years this is the plan you will deliver to your voluntary contributors...and some...



“The single biggest problem in communication is the illusion that it has taken place.”

Scandinavian Heartland is a collaboration between Fjellregionen, consisting of 7 municipalities in the north of Hedmark county in Norway and 8 municipalities in northern Dalarna in Sweden. The collaboration was initiated in 2007 with the aim to increase employment and growth by joint development projects.

Within the project 'Scandinavian Heartland - Business Improvement' we want to boost businesses in the region by giving them access to innovation models. Also, to unlock the potential, among refugees and lifestyle migrants, to do business. Creating new ways of collaboration between the private and public sectors to enhance development.

Using cross border collaboration, we exchange methods for enterprise development between Norway and Sweden, such as cutting development time and adaptation to the region.

The project activities are divided into work packages which are run by existing research or development institutions, one in each country:

- Knowledge Transfer Partnership (KTP: tested in Sweden)
- Mass customization (tested in Norway)
- Business Improvement District (BID - joint development with inspiration from Scotland)
- Multi-Cultural growth (Joint development with inspiration from Norway)
- Early dialogue in Procurement (tested in Norway)
- Next Generation (dissemination and method exchange)

LEAD PART: County government administration of Dalarna and Fjellregionen in Norway

CO-FUNDING EU: 589 773 €
CO-FUNDING NORWAY IR-MIDLER: 312 500 €
TOTAL BUDGET: 2 221 773 €

PROJECT TIME: 1 May 2015 – 30 April 2018

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“In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed” *Charles Darwin*