

Strategy and Resources Executive Advisory Board, 13 June 2022

Experience Guildford Business Improvement District Ballot 2022 – Briefing Note

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What is a BID?

A Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area. The benefits of BIDs are wide-ranging and include:

- Businesses decide and direct what they want in their area
- Businesses are represented and have a voice in issues affecting their trading area
- BID levy money is ring-fenced for use only in the BID area
- Increased footfall and spend
- Improved staff retention
- Enhanced marketing and promotion
- Looking at infrastructure, pollution and movement
- Guidance in place shaping vision activities
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies

Key Facts:

- In the UK, the majority of BIDs exist in town and city centres, however they are also in industrial, commercial and mixed-use locations.
- The BID mechanism allows for a large degree of flexibility and as a result BIDs can vary in shape and size.
- The average size of a BID is 300-400 hereditaments, with some of the smallest having fewer than 50 hereditaments and the largest at over 1,000.
- Annual income is typically £200,000-£600,000 but can be as little as £50,000 per annum and as much as £2 million+.
- Legislation enabling the formation of BIDs was passed in 2003 in England and Wales (with subsequent regulations published in 2004 and 2005 respectively) and in 2006 in Scotland.
- BIDs were first established in Canada and the US in the 1960s and now exist across the globe.

(British BIDs)

Experience Guildford BID launched in early 2013 after a successful initial ballot in October 2012.

Every BID, once elected by the businesses, operate a five-year term. During the term, eligible voters are legally mandated to pay an annual levy. This money, which is collected on our behalf by Guildford Borough Council, is ringfenced and spent back on the town centre.

The work of the BID in that term is determined by the business plan upon which the levy payers are consulted and ultimately vote on.

A ballot is successful if the BID is voted for by number *and* by rateable value.

We are preparing for our third ballot in October 2022 and are currently coming to the end of the consultation period.

The consultation document (1) sets out our achievements against the current business plan and invites voters to give their feedback via a survey link (2)

The survey has largely closed (3) and we are now focussing on direct feedback from the levy payers. However, councillors may still complete the survey until the 18<sup>th</sup> June.

Next, we shall hold workshops to give businesses the opportunity to put forward their ideas for the next term. The workshops are due to be held on Wednesday 16<sup>th</sup> June at The County Club.

The business plan will be published in July. The campaign will reach as many voters as possible, including a number of national retail head offices, ahead of the 28-day postal ballot in October. A timetable (4) has been attached

Attachments and documents:

- (1) <https://online.flippingbook.com/link/240210/>
- (2) <https://www.surveymonkey.co.uk/r/EGBIDSurvey2022>
- (3) [Survey Highlights.pdf](#)
- (4) [Timetable.pdf](#)