

BRISTOL'S PROPOSED CITY CENTRE BUSINESS IMPROVEMENT DISTRICT



WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District (BID) enables businesses to join together to fund projects that address specific common concerns.

A BID only provides projects and services above and beyond those core services that are delivered by the council and the police.

How long would the BID last?

It will have a maximum initial term of 5 years – sufficient for real improvements to be delivered. A BID can be renewed at the end of its term (over 85% of renewals are successful).

Who is developing the BID?

Destination Bristol (part owned by Business West and Bristol City Council) is working with local businesses to develop this BID.

Destination Bristol has developed, implemented and managed the highly successful Broadmead BID since 2005 and this has been renewed twice with businesses voting strongly in favour of that BID.

For more information on the background of BIDs and the national context please visit: www.britishbids.info or contact: keith.rundle@destinationbristol.co.uk



WHAT CAN BIDs ACHIEVE?

Examples from other UK city BIDs include:

Managing

- Proactive area management with direct contact for BID businesses.
- BID rangers/ambassadors helping visitors and businesses.
- Improved safety and visual appeal using appropriate lighting.
- Management of radio systems linked to the police and CCTV.
- Develop initiatives to reduce crime and anti-social behaviour.

Promoting

- Promotion of the area, its assets, safety and attractiveness to increase footfall and improve perceptions.
- Digital solutions that increase footfall and dwell times.
- Vacant property management (e.g. window vinyls promoting the area).
- A single voice for the BID to address concerns (e.g. planning, transport, safety and waste).

Welcoming

- Prompt removal of graffiti and chewing gum.
- More frequent cleansing and litter removal.
- Opportunities for cost savings in business services (e.g. waste management, training utilities).
- Better signage and maps navigate the city centre safely and easily.
- Training that delivers excellent visitor and customer experience (e.g. WorldHost).



WHY DEVELOP A BID FOR BRISTOL CITY CENTRE?

Although Bristol is a highly successful city and recognised as a great place to live and work there is room for improvement.

The BID will be at the forefront of this by investing in the city centre for the wider benefit of business and the city's economy.

Bristol must outperform other cities both to attract investment and to secure the best and brightest people to live and work

here. Most other cities already have BIDs in place to develop and invest in their city's offer.

All money raised locally by the BID will be spent and invested locally.

The contributors decide jointly on how the money should be invested.

The BID will only deliver projects and services that are in addition to those provided by the Bristol City Council and the police.

Both Bristol City Council and the police are contributing in a variety of ways to the BID development.

The BID will raise over £1.2 million per year (2017-2022) which will be spent in the BID area to maintain and enhance the city centre's offer for businesses visitors and residents.



HOW DO WE GET THERE?

1

Explaining, asking and listening

- Introducing the BID and seeking the views of businesses and potential levy payers.
- Identifying priorities for the area as outlined by businesses and other potential levy payers.

2

Planning, checking and amending

- Drawing themes together into a draft business plan that addresses the priorities identified.
- Seeking feedback to ensure the draft business plan responds to business' needs and priorities.

3

Final Business Plan and ballot

- Prepare and present a costed business plan for the first 5 years of the proposed Business Improvement District.
- All potential levy payers vote on the Business Plan.

The BID will be approved and implemented where a majority of votes are cast in favour and they represent a majority of the rateable value represented by those voting.

Once that is achieved, all businesses in the BID area will be liable to pay the investment, which is 1.5% of Rateable Value (0.75% for most charities).

A BID Steering Group is advising the BID team in its development work. Your input to that group would be most welcome – please contact Keith Rundle if you would like to be more closely involved in shaping the BID priorities.

BID AREA AND FURTHER INFORMATION



The map below identifies the area of the proposed BID. Any businesses that contribute to the Broadmead BID would not be liable to invest into the City Centre BID.

There is more information and an Frequently Asked Questions page on our website bristolcitycentrebid.co.uk.

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