



PLACE  
SUPPORT  
PARTNERSHIP



**PLACE SAVING**  
PROGRAMME

## **WHO WE ARE**

Delivering place solutions nationally, we provide direct support and benefit to businesses through our business support programmes and strategic support to BIDs and local authorities on a wide range of services. Our trusted approach to place support has generated significant economic benefit and social value through sensible and structured support solutions.

## **OUR PLACE PEOPLE**

The Place Support Partnership is a collective of place professionals with direct industry knowledge of place making, place shaping and place support. Our place consultants are experienced in managing BIDs and supporting businesses nationally. Detailed information on our team of place professionals can be found in the track record section of this document.

## **OUR SERVICES**

Founded on three main principles - guidance, advice and support - we pride ourselves on our commitment to delivering against these principles each day. Our approach provides a trusted and reliable solution to ensure that all needs are met at every stage.

We offer a range of place and BID specific support services including:

## **PLACE ENGAGEMENT**

Operational and strategic support for BIDs. Providing experienced and qualified professionals with sector and industry specific knowledge to support your place. Our place people each have direct experience of supporting and managing places, embedding effective stakeholder engagement strategies and delivering robust marketing plans to enable growth.

## **PLACE CAMPAIGNS**

With our knowledge of the sector and experience of delivering programmes we can support you in maintaining a visual presence with your BID members. Ensuring vital information is delivered to your members in a professional and timely manner.

Whether it be to promote a service or deliver information we have the infrastructure and ability to mobilise a team of partners to support your destination. Providing support to assist in signing up members to campaigns, networking events, annual events offers, service launches through partner schemes or facilitating social media activity.

## **PLACE DATA**

Having the right data is critical to any business engagement strategy. We support your place by sourcing, sorting and managing your member data. From creation of an excel spreadsheet to data entry into your

CRM, our support team are experienced at retrieving sensitive information from members when you need it most. Services include:

- Sourcing key membership data
- Database alignment and capture
- Compiling and creation of databases
- Sourcing and validation of member data

## **PLACE BALLOT & RENEWALS**

Enabling you to focus on your BID delivery we provide operational and strategic support at each stage of the renewal process including remote and ground support through our team of experienced consultants. As a team we have successfully overseen and delivered over 35 BID renewals and feasibility studies. We can guide and advise you, your board and build relationships with your members. Our ballot support and renewal services include:

- Capacity Building
- Stakeholder Engagement
- Business Plan Guidance
- Voter Identification
- Determining Voter Stance
- Intensive Ballot Month Campaigns
- Ballot Planning and Delivery

Mapping out key decision makers and facilitators in each business and building trusted relationships with stakeholders in your place enabling you to focus on the business priorities of the BID.

We have successfully supported Camden Town Unlimited BID, Euston BID, Vauxhall BID, Putney BID, Station2Station BID and Ealing Broadway BID on their recent renewals.

We are currently supporting North Notts BID, Sutton BID and Leicester BID on their campaigns.

## **PLACE PROJECT MANAGEMENT**

End to end management of key projects. Working with national and local partners we can manage the design, implementation and roll out of key projects to support your BID including loyalty schemes, gift card programmes, seasonal events, security services, ambassador team training and general project management.

We provide interim, flexible or fixed term support where and when it's required.

## **PLACE SAVINGS**

Our place savings programme enables BIDs to deliver a white labelled service offering business support to members in a defined locality on key areas of spend which includes direct, impartial and trusted support to businesses on how to become more efficient on their traditional operating costs.

The aim of our place savings programme is to identify, assist and realise direct benefit for the members we engage with through reviewing and making recommendations on key areas of business expenditure.

Our savings programmes are currently operational with BIDs in Acton, Altrincham, Leicester, Wolverhampton, Southport, Tunbridge Wells, Vauxhall, Southampton, Station2Station, Slough, Sutton, Clapham Junction, Rhyl and Kings Heath, Newport, Rugby, North Notts, Ripon, Crawley, Leamington Spa.

We are shortly due to launch in Shrewsbury, Carmarthen, Norwich, Great Yarmouth and Kings Lynn.

For an industry first, our place savings programmes have launched with Sutton Council, Haringey Council, Spelthorne Council, Blaby District Council.

Since March 2021 these programmes have identified over £4.5m in cost savings for businesses.



Our place savings programme includes:

- **Energy**

- Electricity & Gas (procurement, management and efficiency)
  - 100% Green and Net Zero solutions
  - Carbon offsetting and carbon reduction advice

- **Water**

- Procurement, auditing and measurement

- **Telecoms**

- Fixed line, mobile, broadband, digital support, IT support, design services, hosting

- **Merchant Services**

- Credit card terminals, online trading platforms, card-less technology and open banking solutions

- **Pest Control Services**

- Annual contracts, spot cleaning and commercial sanitisation

- **Insurance**

- Commercial buildings & contents, employers liability, public liability, fleet and event.

- **Stationery & Print**

- Branding & print management solutions

- **Testing Services**

- PAT, fire risk, fire alarm



## DELIVERY METHODS

### OBJECTIVES

The intention of the service is as follows:

#### Objective A - Save Money For BID Businesses

- We will establish and deliver a white labelled cost reduction service to include energy, telecoms, merchant services, water, pest control and insurance services. The core commodities are energy and merchant services and it is noted that these are likely to generate the greatest savings.
- Make available to members, a Place Support Team and an opportunity to have a free cost audit with a Place Savings Consultant provided and funded by the Place Support Partnership.
- Manage all back office functions related to capturing, quoting and managing member data. Contracting services and general advice and guidance to members.

#### Objective B - Save Time & Resources For BID Businesses

- Support members that engage in the scheme on identifying savings available to them by analysing and auditing their costs, benchmarking with current suppliers and providing them with guidance and advice to enable savings to be achieved through switching providers, reducing services or providing market intelligence to enable negotiations with current providers.
- When a member is provided a quotation they will have 3 clear options:

- Option 1 - Do nothing with reports and findings of our analysis (Identified Savings)
  - Option 2 - Use our information as leverage with current suppliers (Assisted Savings)
  - Option 3 - Request us to arrange contracts/services on their behalf (Realised Savings)
- No pressure will be applied to members to guide them down a certain path or to dictate which option they move forward with. The service is designed to enable businesses to make informed decisions on their costs and we will act as advisors to them to guide them on best practice.
  - Should a member choose to contract services with us we will manage the process end to end including ensuring the member gets the opportunity to feedback at the end. A typical process when a member requests a contract is:
    - Member requests contract - written confirmation requested
    - On receipt of written confirmation member is emailed relevant forms to complete
    - On receipt of forms the contract is administered and returned for signing
    - On receipt of a signed contract this is validated and submitted to the supplier
    - Once the contract has been accepted by the supplier the member is informed
    - The contract is tracked and post contract support provided to the member
    - Once the contract has started we will approach the member to ensure they are happy with the switch and all terms applied and where required request feedback.

**Objective C - Generate Additional Income For Businesses / Or Operating Efficiencies**

- Income generation is achievable on some of our services and this can be married with improving infrastructure and improving technology. Outlined below are some of the solutions that may be viable and the likely benefits that could result for members.
- By improving the broadband speed within a premises the member can transact faster with clients, internal administration and offer faster wifi on the premises
- By switching the card terminal from a wired option to a wireless terminal it would improve the customer experience in a venue and enable diners to stay in one location
- Wireless terminal also enables a member to take tap and go payments which are cost efficient to them on their transaction costs and also covid safe as a terminal. This terminal can be used externally to the member as well as within the premises.
- Annual pest control contracts can prevent increased costs on resolving long lasting issues with pests and improve trade with a higher hygiene rating
- Water audits enable us to identify if there are anomalies and ensure they are raised with the water supplier and credits raised and the appropriate tariff applied - this can result in credits for the business against lost water.
- An energy site audit (ESOS) can be carried out and billing audit which can identify any credits that may be applicable through incorrect billing from suppliers. Technology can also be put in place to monitor energy usage and track peaks and troughs from day to day to assist the member in their efficiency drive to attain any specific accreditations.

#### **Objective D - Where Possible To Facilitate Purchasing From BID Businesses**

- Where possible we will look to incorporate or highlight local suppliers of services. In some cases (telecoms, merchant, insurance, pest) the BID may need to advise or recommend suppliers that are credible and have had the due diligence completed upon them. We are keen to support and recommend local businesses.
- Energy - We can incorporate quotes from a local green and clean 100% renewable energy provider if one exists in the region or BID area.

#### **Objective E - Where Possible To Facilitate Sustainable & Environmentally Friendly Purchasing**

- We will include 100% green tariffs within our energy quotations and have the facility to offer only green tariffs should a member wish to only consider them
- Our data management suite for energy we can assist members in managing their energy usage better and understand more about how to become sustainable
- We will offer sustainable solutions with telecoms providers which in turn reduce the amount of copper cabling or fibre optic cabling and plastic laid in premises
- We offer wireless terminals & online gateway services for merchant services which utilise less plastic, cabling and electricity which reduces energy consumption and carbon

#### **Objective F - To Gather Intelligence On The Ongoing Needs Of BID Businesses**

- We will gauge the wider interest from the BID community on which commodities are deemed critical and where support is likely to be required most beyond the next financial year.
- As part of the project we aim to understand if members are aware of the wider services available through the BID and where possible ascertain what services may be required in the future.
- Alongside helping members reduce costs which is the priority the services will also support and compliment any BID services.
- We will capture all feedback from members and pass this back to the BID team to manage any issues or concerns that have been raised.

#### **PROJECT OUTLINE/TIMEFRAME**

- The project will be managed by Rishi Sood and delivered over an initial 12 month term.
- A Place Support Team is available to facilitate the project and all face to face engagement with members and they will be available to support members remotely.

- A database can be shared by the BID with all contact information required for the successful implementation of the project with the Place Support Partnership and on receipt of this database it will be sense checked by our Place Support Team, improved where possible and aligned with our systems which ensure all savings identified and realised on behalf of members are accounted for. Alternatively we can utilise the BID CRM system as our team are trained in Knack, ACT, Salesforce, Bid Base and Solomon.
- An information sharing agreement will be signed by both parties and we will agree to all terms stipulated by the BID related to the ownership of the data that is shared with us and collected over the course of the project.
- To support the integration and implementation of the service a leaflet and booklet can be created as a PDF and printed copy to be made available on the BID website. Where contact details are available, members can be emailed a PDF copy of the leaflet detailing the services available as part of the savings programme as well as a range of e-banners to support the campaign. We will link into and working in tandem with the BID marketing and communications team. Examples of marketing material in circulation can be found in the appendix.
- A dedicated non geographic number is available to enable members to make contact with our Place Support Team during core hours.
- A dedicated email address can be created to enable members to send / exchange information with our Place Support Team. This can be a BID managed email address with all communications existing solely on the BID servers. An example would be savings@harrogatebid.co.uk with all communication remaining on BID servers and the BID having open access to all engagement with members.
- Our Place Support Team will undertake a 12 month long campaign of calling members to make available the savings service. Encouraging members to participate, emailing further details as required and where applicable facilitating online consultations via zoom/teams as appropriate.
- The Place Support Team will advise the members of the benefits of the service and where necessary book meetings for our consultants to meet with members. This could be monthly, bi-monthly or quarterly and flexibility is built in to ensure we capture businesses aligned with their trading hours.
- Our place consultants can cover circa 10-12 meetings with members in a working day dependent on location and we allocate 20 -30 minutes per meeting to ensure sufficient time is allocated.
- The purpose of the consultant meeting is to cover the key objectives of the project, advise and inform the member of the benefits and capture the data required to service the project.
- On receipt of any information (business bills/data) the data is passed to our Place Support Team who will audit and make recommendations in a timely manner by way of a report highlighting any savings that are available.



- Businesses are not obliged to take up our recommendations however those that wish to realise the savings made available to them will be guided and supported in achieving the savings available either through guidance or direct support in agreeing contracts as appropriate.

## PROCESS MAP

The below workflow is an indication of the steps that will be followed by the Place Support Team remote support team over the course of the project. The team will be attempting to contact all businesses and offer the service. Any data gathered will be collated, reported upon and findings fed back to the BID.



## MEASURING SUCCESS

Drawing upon experience of implementing similar services across circa 140+ business improvement districts the general uptake across independent and SME retailers has been strong with a circa 25% uptake for an initial consultation where a service has been marketed and communicated effectively.

Key success factors include:

- How the brand is perceived amongst it's membership (in this case the BID with its members)
- How strong the data set available is (are we engaging with the right point of contact)
- How the service is to be delivered (actively or remotely)

It is to be noted that the traditional delivery model across BIDs over 14 years has been a project delivered over between 12-24 months with between £15,000 - £30,000 per annum budget and to target on average between 400-500 members.

The projects have also leant heavily on the ability to deliver services in an active capacity with face to face meetings booked with consultants in the defined BID area on given days per month. This affords the opportunity to build stronger relationships with members, create awareness over a prolonged period and identify those that need the support earlier than others which are all contributing factors to successful implementation.

The projects have also received wide support from the BID in recommending members, marketing the service, running campaigns and networking events over the course of the project term.

Conversion of interested members to assisting and realising savings sits at between 30%-40%. That said the model implemented in BIDs was always for the service to be seen as an advisory service which made recommendations and gave members the knowledge and detail on their costs to make better informed decisions.

Acting in an advisory capacity the service didn't push or pressure members into signing contracts or services but instead was utilised to benchmark current costs and provide a trusted, impartial comparison for the member from reliable suppliers. In many respects this advisory service that BIDs rolled out was seen as the winning formula against the likes of a commission/sales focused supplier that would not have member interests as the core objective to the service.

BIDs in Worcester, Salisbury, Cheltenham, Bath, York, Winchester, Chippenham, Southport and Lichfield all opted for a sales/commission model which produced limited results and thereafter opted to deliver the advisory model implemented by Rishi and his then team across the country with all seeing strong results.

## **REPORTING**

The key target is to establish contact with every eligible member and offer the service. Capture their feedback, data and identify savings for any members.

A savings target figure cannot be suggested here as savings are wholly dependant on the inefficiencies of businesses to procure services at preferential rates themselves. The key measure of success is engagement and the availability of the service to members and feedback from those that have participated.

Outcomes and outputs of the service will be reported both operationally and strategically on a monthly basis and can include:

- Which members participated in the service
- Which commodities generated the most savings and return for members
- Gross value of savings over the life of the service including ROI figures to date
- Projected value of savings should the service continue for a further 12m period
- Case studies forthcoming from members supported
- We will split savings per commodity for each member
- We will report savings across 3 streams - identified / assisted / realised
- A monthly report will be raised detailing all activity from meetings
- A monthly report will be raised detailing all savings accumulated

## **TRACK RECORD**

Place Support Partnership is a collective of place professionals with direct industry knowledge of place making, place shaping and place support. Our place consultants have direct experience of managing BIDs nationally and bring a wealth of experience in supporting businesses and mentoring BID professionals.

Details of our management team and their experience specifically within the BID sector is outlined below.

### **RISHI SOOD**

MANAGING DIRECTOR

A leading authority on place procurement and engagement solutions across high streets, Rishi has over 15 years' experience in managing and leading teams across place management and procurement. He brings extensive expertise in developing relationships with cross-sector stakeholders and adding value across the public and private sectors.

Rishi has worked with BIDs and local authorities since 2007. He was previously Managing Director at Meercat Associates, where, over his 11-year tenure, he successfully established, developed and managed a national buying group designed to support businesses in making savings. He has overseen the implementation of in excess of 100 such schemes in towns and cities across the UK, identifying over £30m in savings. 50 schemes have been successfully launched nationally since March 2021 under the auspices of Place Support Partnership.

Rishi brings expert industry knowledge of the energy, water, telecoms and merchant commodities. He has implemented and managed brokerage solutions for businesses by providing expert advice, market intelligence, unrivalled support and choice over the last 13 years across 100 BIDs, where he has delivered direct support. As a registered energy, merchant and water broker himself, Rishi has extensive experience in the sector.

Rishi is a member of ATCM and IPM. Rishi is currently leading on support we renewal campaigns of BIDs in North Notts, Bristol City Centre, Sutton and Rhyl. He has built trusted partnerships with suppliers, consultancies and industry bodies within the place management sector.

## **SUSANA CRESPO**

### PLACE PROJECTS MANAGER

Susana has over 15 years of experience working in recruitment and environmental services with both national retailers and independent stores. Susana's areas of expertise include engaging with businesses and stakeholders through direct face-to-face and remote engagement.

Over the past seven years, working closely with Rishi, Susana has been the lead consultant on feasibility and ballot renewal, delivering business engagement with BIDs in Camden, Vauxhall, Ealing, Bermondsey, Brixton, Station2Station, South Harrow. She has also managed high street outreach projects in Brixton, Clapham and Tulse Hill with Lambeth Council.

Susana relishes supporting new projects, from idea inception to delivery, and has considerable experience of supporting community projects. Recently, Susana has been instrumental in delivering an electric vehicle project with Lambeth Council and she acts as a business advisor and Place Manager, leading the business support programme in Station2Station BID. She also has significant experience in advising on business strategy, continuity planning and innovation and has recently supported the COVID Recovery Plan in East Hampshire and Havant Councils.

## **DEBORAH HERDMAN**

### PLACE SERVICES MANAGER

Deborah has a strong customer service background with over 20 years' experience within the banking, brokerage and finance sectors. A CeMap qualified mortgage broker, Deborah is a confident communicator who has experience of working with individuals and businesses in an advisory capacity and guiding them on services. Deborah has a strong focus on mapping businesses, sourcing new points of contact, and generating qualified appointments. Deborah also brings excellent ongoing account management skills, with an excellent customer retention record, attention-to-detail and creative trouble-shooting skills.

A strong communicator, Deborah has experience of more than 8 years in supporting energy, telecoms and water brokerage solutions at various energy brokers. Deborah has supported Rishi and Susana for over 6 years on over 80 engagement campaigns for BIDs and local authorities, focused on supporting businesses to identify efficiencies.

## REFERENCES

The following BIDs may be approached for purposes of gaining a reference. Testimonials obtained in 2021 and 2022 can be found on our website at [www.placesupportpartnership.com](http://www.placesupportpartnership.com)

Ojay McDonald

Chief Executive - ATCM

Simon Jenner

Chief Executive - Leicester BID

Sally Gilborn

Chief Executive - North Notts BID

Natasha Patel

Bid Manager - Acton BID

Aaron Groves

Operations Director - Vauxhall BID

Hasanul Hoque

Operations Director - Camden Town Unlimited & Euston BID