

# We are... nottingham retail



## What's been happening since February...

### Since our first newsletter, and the launch of the new branding, the Steering Group has taken some important next steps in the BID development.

A review of the BID boundary has resulted in a revised area which more accurately reflects the City Centre core retail offer, and would make a more workable zone for the BID to operate over. The Business Improvement District will contain around 600 retail and retail-related businesses.

Further customer research has been commissioned, including a survey to establish what the important factors are that deter shoppers from coming into Nottingham. This information will help us to formulate the projects that go to make up the BID proposal, reinforced by the knowledge that they are what our customers tell us they want.

A summary of these surveys will be available at the important events and business meetings planned later in the Spring/Summer.

The outline timetable for the BID campaign and all important consultation events is shown on the back page so please make a note of what is happening when. You will be hearing more about these dates in future communications and on the website when we launch it towards the end of April.

Finally, in preparation for the main BID campaign and ballot, we have formed the Company that will become the formal BID vehicle, set up the necessary IT and communications support for it and established an office base for the campaign team.

Contact details, including our e-mail address are also on the back page. Inside you will find a profile and contact details for our newly appointed Campaign Manager, Katrina Brownhill.

Read on and hear more about what other BIDs are doing up and down the country and why we are missing out!



# Here's a look at what other BIDs around the country are already doing

**As we start to warm up our very retail - focused BID, to compliment the leisure-oriented BID in the City, its worth reminding ourselves that BIDs have been providing benefits for local businesses in town and city centres for almost seven years.**

There are now 101 BIDs in existence in the UK, and no doubt many more to come in the future. Here are some brief snapshots of a few that will enable you to appreciate the depth and scale of BID activities and the benefits they provide locally.

## Plymouth

**As an example of a BID that has just secured a second five-year term, Plymouth, pulled in a staggering +89% and +92% on a 45% turnout for their renewal ballot.**

All BIDs run for a first, five-year term then have to seek re-election if they want to continue.

In Plymouth's case the turnout and percentages in favour were all higher than during their first ballot, demonstrating how enthusiastically their levy-payers view their BID and its strong track-record of success. In their first full term they generated more than £3M of additional grant funding to top up the 1% levy contribution made by the 580 stakeholder businesses.



## Lincoln

**Closer to home, the Lincoln Business Improvement Group (BIG) also sought a mandate for a second, five-year term of office. They secured impressive figures too, with a turnout of 45% and votes in favour of +79% and +85%, higher figures than the first time round and a massive endorsement by their 877 businesses for the BID to continue.**

Their proposition for the next five years includes a substantial events and promotions programme, evening economy management, Lincoln in Bloom investment, a more robust city centre safety strategy, ongoing street management via their Warden team and access initiatives that include a permanent Park and Ride scheme for the very first time.

# Birmingham

**One of the BIDs that is very focused on customers is Retail Birmingham.**

Led by Birmingham's retail businesses, this BID delivers a wide variety of marketing services to drive trade and build the City's retail brand as well as providing street operations and business support. The BID has built upon Birmingham's retail regeneration following the opening of the Bullring, and since its start in 2007, has achieved the following:

- Staging events and campaigns associated with the Birmingham Style brand, including the introduction of a fashion week
- Promoting the Best of Birmingham Retail Awards
- Providing high-quality Christmas illuminations and displays
- Carrying out special clean up operations
- Collaboration with West Midlands Police and Citywatch to enhance retail crime reduction measures
- Introducing an enhanced shopping in bloom initiative and providing arts, sculpture and signage to improve the shopping environment



# Mansfield

**Finally, hot off the press, we can announce that near neighbours, Mansfield have just crowned a full year of careful research and planning by gaining a 'yes' vote from their 546 town centre businesses.**

Businesses voted for a levy of 2% of RV (although inside their shopping centre there is a 1% discount on offer) so that they can raise £250,000 a year for the next five years. The turnout was a respectable 44% with majorities in favour of 55% and 65%. The Mansfield BID intends to provide a team of Street Rangers, run parking discount campaigns and a shop local programme while demanding greater attention to detail in terms of on-street cleaning and ant-social behaviour control.

**There are many more illustrations of what BIDs can and do up and down the country, but these examples represent the sorts of initiatives that you, Nottingham's retail businesses, told us in last year's business survey were important to you.**

If you would like to access information on the business plans and activities of these and other BIDs either go to [www.britishbids.co.uk](http://www.britishbids.co.uk) or to [www.ukbids.org](http://www.ukbids.org)

The Steering Group are planning to visit Birmingham Retail at the end of April, and if you would like join us, there are a few places available. Please e-mail us at [info@wearenottingham.co.uk](mailto:info@wearenottingham.co.uk) for more details.

## Forward timetable

### April

Determination of the BID's key activity themes

### May

First workshop for businesses to identify specific issues

### June

Notice to City Council to instruct a ballot to be held

### July

Draft business plan and prospectus created

### August

Business plan 'tested' on retailers and ratified by Council

### September

Prospectus launched and canvassing begins

### October

Postal voting commences

### November

Result of the postal ballot announced

### December

BID Company commences trading

### April 2011

Additional service delivery begins

**For more information or to arrange a meeting to discuss the BID further, please contact:**

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