

BIDS Toolkit

10. Business database

Has a comprehensive database of the potential business constituency been produced?

Business database

- Undertake a formal perception analysis with businesses in the area to establish their key concerns, support for the BID concept in the area and to establish what activities/projects they see as vital for a BID company to carry out
- The results will feed into the draft BID prospectus and business plan and will help the BID proposer decide whether the ballot will be successful should it go ahead
- Be sure to make contact with every business during this activity
- Consider a communications strategy that is appropriate to the area

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