

BIDS Toolkit

2. Private sector interest

Is there strong private sector interest in a BID and have the members been mobilised into action? Up to two years before ballot

- The underlying principle of a BID is that it is driven by the local business community, as such it is critical that business interest is evident from the early stages of development
- Therefore, define the level of 'interest' in relation to number and percentage of businesses involved in a BID in terms of:

- basic awareness of the issues
- involvement in a partnership by way of attendance at meetings
- commitment to a solution through action and financial contribution – engage these businesses as private sector champions

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Typical private sector involvement

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Issues facing retailers

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List of multiple retailers (British BIDs website)

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Link to BRC's Retail BIDs website

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Link to IBRF BIDs website

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Involving property owners

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