

BID development resources

There are a number of issues to consider in relation to resourcing the BID development process.

These fall into three main categories:

- Timetable
- Cost
- Personnel

1. Timetable

The time required to work through the development process is dependant upon a number of things including the maturity of the partnership, the level of staffing, and the budget available to purchase additional consultants and agency resource.

As a general rule, it is likely to take up to two years to get to a ballot from an established partnership position. In terms of the individual tasks the following timetable could be used as an indicative timeline counting down from 24 months to the ballot day at 0:

- Initial development work in advance of the intensive consultation phase (24 to 12 months)
- Demonstration projects to raise awareness of the BID concept locally and to achieve credibility for the partnership (18 to 6 months)
- Intensive period of business consultation (9 to 6 months)
- Intensive period of BID proposal production and consultation (6 to 2 months)
- BID ballot and intensive campaign (2 to 0 months)

2. Cost

The costs are dependent on the size and type of area and will vary quite considerably between a low profile, low number small business area and a large, high value area.

Indicative costs for the main tasks are as follows:

- Staff resource/consultants
(from £60,000 for one junior staff member to £250,000 for a team of senior and junior staff with additional expertise from consultants)
- Demonstration projects
(from £20,000 to £100,000 depending on the extent and nature of the projects)
- Business consultation
(from £5,000 when the existing staff resource undertakes the consultation with minimal printed material to £60,000 when additional agency and consultant support is purchased together with a range of printed material)
- BID proposal
(from £5,000 when a low cost printed version is produced to £30,000 when a high quality, professionally designed version is produced)
- BID levy software
(from £3,000 to £15,000 depending on the software development and purchase arrangements with the local authority)

3. Personnel

The BID development process is extremely labour intensive and requires a wide range of skills and expertise. It is important to recognise this resource can be supplied both by staff and through board members, private sector champions and public sector support.

A resourcing plan should be designed to identify the key skills of the individuals involved and to use those skills to best effect. The private sector champions and board members are particularly important when undertaking the business consultation, the production of the BID proposal and carrying out the canvassing for the ballot. Whereas the public sector support can be invaluable in co-ordinating the activities from the local authority side, all of which are critical to get to the formal ballot.