

Setting up the BID partnership

Funding the start-up phase

There are a number of potential funding sources that can be investigated when initially setting up a BID partnership, and it is advisable to develop a funding cocktail from a variety of different sources.

Property owners contributions

Property owners have a considerable amount to gain from the establishment of a BID, since any significant improvement to the area is likely to increase property values and the rents they can expect to receive. Consequently, they have a strong motivation to support the start up of a BID and, provided the area is not dominated by small owner occupiers, property owners should be considered the most appropriate source of funding for this stage ([step 11, Involving property owners](#)).

Business in-kind contributions

Partnership members can give valuable time and expertise such as free legal advice, accountancy services or other technical skills like marketing and public relations. They can also provide venues for meetings and events.

Voluntary area management scheme

Partnerships can investigate setting up a partnership funded by charging a voluntary membership fee, like town centre management schemes, with a view to eventually progressing to a BID ballot. Support for voluntary schemes is more likely to come from larger and more sophisticated organisations, like some of the large retailers, who understand the potential benefits of this kind of investment.

Public Authority support

Local Authorities may be keen to see a BID develop in a particular area and may provide funding or second staff, or provide free accommodation. They can also give officer time as Board members and on numerous topics affecting the BID area including cleansing, planning guidance, parking, enforcement etc. Similarly the Police can give financial and in-kind contributions on crime and safety topics affecting the BID.

Regional Development Agencies (RDAs)

The Circle Initiative was funded through SRB before the current RDA structure was in place. RDAs are now the major source of funding for economic development and business support initiatives. Some have programmes in place which are supporting the development of BIDs.

Groundwork

The environmental regeneration charity Groundwork has supported the development of town centre and industrial estate BIDs. For more details see www.groundwork.org.uk



Other sources of funding

Other potential sources of funding that may be appropriate for BIDs can be found on the following websites:

<http://www.grantsnet.co.uk/>

GrantsNet gives information about grant schemes available to businesses and charities in the UK. Here you will find comprehensive information about grant support schemes for UK businesses.

<http://www.governmentfunding.org.uk>

This site is an online portal to grants for the voluntary and community sector from the following funders:

- Department for Education and Skills
- Department of Health
- Home Office
- Office of the Deputy Prime Minister
- Government Offices for the Regions

<http://www.j4bgrants.co.uk>

Comprehensive information on government grants for both business and voluntary groups which is updated daily. It also has a database of publicly funded organisations that provide help and advice.

The experience from Circle

Although Circle pilots were able to access SRB funding, they were required to obtain match funding. This resulted in the Circle pilot BIDs benefiting from a mixture of SRB funding, significant cash and in kind contributions from property owners ([step 11, involving property owners](#)), and other contributions from local businesses during their initial start up period. SRB acted as a catalyst to draw in this additional resource.

Better Bankside Existing organisations in the area provided support, in particular Bankside Business Partnership provided the BID partnership with project funding including £40k match funding in the final year before ballot. These were voluntary subscriptions matched against specific SRB projects like Arch 401 lighting improvements and Borough Market provided funding for Green Dragon Court environmental improvements.

Heart of London - Property owners provided the impetus to establish the partnership. Burford, the former owners of the Trocadero, have been particularly supportive. Mark Boyes of Burford has been the Chair of the partnership since its inception and Burford provided accommodation for the partnership free of charge.

The pilot was also supported by voluntary contributions from c45 owners and occupiers in the area, in the year running up to the ballot. These contributions were based on the proposed levy.



The Circle Initiative: Thirty nine steps to developing a Business Improvement District

The Holborn Partnership - Voluntary subscriptions were given by around 70 members generating about £150k in the last year before ballot to match fund SRB. The BID partnership also received significant in-kind support in the form of office space (from the Police), accountancy and legal services. The local authority supported the BID by contributing to the seasonal lighting scheme, funding the part time secondment of an officer and providing match funding on public realm projects. The Holborn Partnership also secured a Learning and Skills Council grant for staff training for the BID partnership.

Paddington BID was supported by the developers of Paddington Waterside through Paddington Waterside Partnership (PWP) which was set up to deliver the S106 benefits of the development. PWP provided management resource, office support services and shared accommodation for the BID partnership. PWP also provided cash matching funding, as did its individual members.

Waterloo Quarter had some continuing financial support from the local authority through its town centre management budget and some office space. Otherwise the partnership has been almost entirely dependent on SRB for its cash funding. The BID partnership has won other public funding in particular through the LDA's London South Central programme, for work principally on major public realm projects, including the development of a masterplan for the improvement of Emma Cons Gardens, an open space in the BID Partnership area. The partnership also secured funding from English Heritage's Heritage Economic Regeneration Scheme. With the benefit of hindsight making use of these additional funds was a distraction from the main purpose of getting to a BID.

