

Typical BID projects

The main ethos of BIDs has been 'clean, green and safe'. 'Connected' is another theme that many BIDs in the UK are choosing to incorporate. Below are examples of types of projects that could be carried out under each of these themes. Some projects are more effective in some types of areas than others and some are more costly. It pays to know your area and what the businesses want, often they will come up with solutions that no one else has thought of. A guide to the cost of each is given, ranging from '£' (inexpensive £0 to £50,000) to ££££ (very expensive over £150,000).

Clean

- Uniformed clean team or environmental rangers, on duty for the majority or all of the week, typically to monitor cleanliness and maintenance issues and to provide a rapid response service when needed - ££££
- Footpath cleansing and/or chewing gum removal on a regular basis - ££
- Deep cleanse of particularly soiled areas such as heavily used pedestrian walkways - £
- Upgrading and painting street furniture - £
- Deep cleansing of bins and around benches - £
- Spot clean of graffiti and use of anti-graffiti paint - £

Green

- Shopfront improvements can be very effective but are also expensive and labour-intensive, especially if planning permission needs to be sought - £££
- Gradual creation of a capital fund over the BID term is a good way of saving up enough funding to make a big impact in the last year that the businesses will remember when the ballot comes around again! - £££
- Installing hanging baskets and tubs of greenery - £

Safe

- Uniformed ranger, warden or PCSO team patrolling for the majority of the week. Typically a dedicated team used to reduce the fear of crime, 'meet and greet' visitors, provide a service to escort staff going home in the evenings, work closely with the police and security staff and monitor various issues - ££££
- CCTV cameras can be viewed by businesses as a deterrent to would-be criminals but can also be considered too 'Big Brother' by some. Ensure that CCTV really is what the businesses want - ££
- Improved area lighting – either seasonal or festive, or all year round to decrease the fear of crime and enhance the ambience of an area - £
- Radiolink scheme (a scheme where each business signed up to the scheme has a two-way radio to call for assistance when necessary and to share intelligence), pub-watch or business-watch scheme - £

Connected

- Promotion of the area through a poster campaign, radio or TV commercials - £££
- Provision of public information points - ££
- A dedicated programme consisting of events like food or music festivals, guided walks and themed markets for example are very effective at increasing visitor numbers but are time-consuming to organise - £
- Promotion of the area through a website and dedicated marketing tools such as postcards, leaflets etc - £
- Providing business seminars and training and networking events - £
- Providing access to Government-funded programmes - £
- 'Business to business' club – encourages businesses to trade within the area rather than sourcing caterers, printers etc outside the area. This ensures that more money is kept within the locality - £
- Acting as a 'voice for business', making the trading environment for your business constituency easier by being their dedicated hotline for all their issues - £