

## Measuring Performance

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One aspect of public funding is the need to record milestones and outputs to justify spend on particular activities and measure the impact that a project has had. If there is an opportunity to undertake demonstration projects prior to the ballot, these should be evaluated. The results can be communicated to the businesses, which will help to 'sell' the idea of the BID and build up a sense of trust between the BID and the businesses.

Once the BID relies on private funding, via the BID levy, the need for assessing this impact does not come to an end. Businesses will want to be assured that the financial investment that they are making to the BID is being spent wisely. To this end there are a number of methods of measuring performance that could be used and these are shown in the table below.

<b>Objective/Activity</b>	<b>Method</b>
District positioning and brand awareness	<ul style="list-style-type: none"> <li>• Performance against starting benchmark through perception analysis and customer research</li> </ul>
Increase numbers of shoppers / tourists	<ul style="list-style-type: none"> <li>• Recorded visitor footfall</li> <li>• Retailer feedback</li> <li>• Car parking statistics on numbers and dwell time</li> </ul>
Improve local signing for visitors	<ul style="list-style-type: none"> <li>• Consumer research of visitors</li> <li>• Retailer feedback</li> </ul>
Policing support / warden schemes / increased CCTV coverage	<ul style="list-style-type: none"> <li>• Consumer research and perception analysis</li> <li>• Retailer feedback</li> <li>• Periodic review of provider's Key Performance Indicators</li> <li>• Crime and incident report numbers</li> </ul>
Environmental activity increased – street cleaning, rubbish collection, graffiti removal etc	<ul style="list-style-type: none"> <li>• Street appearance benchmarked before and after project</li> <li>• Perception analysis</li> <li>• Retailer feedback</li> </ul>
Improve business relationships and representation with Local Authorities and support organisations	<ul style="list-style-type: none"> <li>• Consumer research and perception analysis</li> <li>• Ongoing review of LA plans and strategies</li> </ul>
Reduce homeless numbers without displacement	<ul style="list-style-type: none"> <li>• Homeless numbers compared to starting benchmark</li> <li>• Number of successful referrals to homelessness agencies</li> <li>• Number of homeless placed into employment</li> </ul>