

Typical database fields

The table below shows the various fields that are necessary in a BID database **as a minimum**. You may feel that additional fields are necessary, which are not shown below and these can be easily incorporated into the database.

Database fields

Field	Use
BID reference (optional)	A unique and short number chosen by the BID that helps identify the hereditament.
Ratings list contact	This information is obtained from the local authority ratings department and should consist of: a unique ratings number, name of ratepayer, company, address and postcode. It would also be useful to have the telephone number and email address of the ratepayer.
Local business contact	Name, job title, address, postcode, telephone number, email address, website
Voter contact	The name and details of the person who will take the vote. In the first instance this will be the entry on the ratings list but may change over time as contacts are made and proxies submitted. The information should consist of: name, job title, company, address, postcode, telephone number and email address.
Sector	Can be split in a number of ways for instance: education, health, charity, shop, office etc. Useful when working out the demographics of the area.
Account owner (optional)	A member of the staff team may be assigned to contact particular businesses or sectors in order to get to know the needs and wants of the sectors, as well as the personalities. This is particularly relevant during the ballot campaign phase when continuity of contact is useful.
Rateable Value	The Rateable Value of the hereditament. The information is obtained from the local authority ratings department and should be easily updateable since the figures will change over time as a result of splits/mergers, new entries and appeals. The local authority receives an updated list on a fortnightly basis from the Valuation Office Agency.
% levy charge	The charge that will be levied on the hereditament. This is useful when exploring financial models or when a flat percentage levy across all hereditaments is not applied.
Local authority	The local authority that the hereditament is in.
Area/zone	The area or zone that the hereditament is in if geographical differentiation is used.

Last contact	The date and initials of the last person to contact the hereditament.
History with business	The history of contact with the hereditament e.g. newsletter, phone conversation, invite to, or attendance, at an event etc. This field is useful if challenges arise as it gives a complete history of contact with the business and can prove that the BID has consulted the business on many occasions. NB: Comments should be strictly professional and not personal. Bear in mind that data protection laws apply and anyone may ask to see file notes made about them at any time.
Canvassing vote	The entry for this field should be one of: firm yes, undecided yes, undecided no, firm no, anti-no, and abstain.
Exit poll	The entry for this field should be one of: firm yes, undecided yes, undecided no, firm no, anti-no (no further action), abstain.
Ballot paper	This should reflect the progress of the ballot paper and should be one of: received, returned, lost.