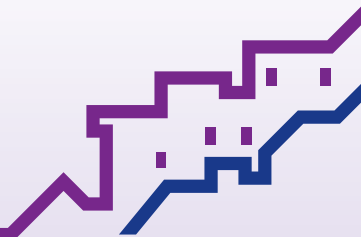


# Multiple Retailers

Benefiting from Business Improvement Districts



**BIDS**   
BUSINESS IMPROVEMENT DISTRICTS SCOTLAND

“Being part of a BID gives us the opportunity to benefit from substantial financial investment. Projects which would not previously get off the ground suddenly become achievable and even ambitious plans are now made possible.”

**Gordon Drummond, Director, Harvey Nichols Regional Stores Ltd**





## What is a BID?

A Business Improvement District (BID) is led by business for business and delivers a sustainable financial model to fund local improvements, services and management.

A BID, which is funded by the private sector, allows the private sector to work in partnership with statutory authorities within a flexible mechanism to deliver a wide variety of projects and services to improve the local economy. It also gives local businesses a unified voice and provides an arena for businesses and local authorities to increase their understanding of each other's priorities.



A BID can cover almost any project or service that local businesses agree would be of benefit as long as these are additional to services provided by the statutory authorities.

BID projects can tackle issues such as:

- **access**
- **safety and security**
- **cleansing and waste**
- **environmental improvements**
- **marketing, hospitality and events**
- **improved asset management**
- **and give a strong and unified voice for business.**

More innovative projects and services can develop as each BID evolves and matures. Some, for example, are developing projects around waste management, utilities, collective purchasing and cross-selling. Examples include:

- **local procurement**
- **business development**
- **independent business assistance and succession plans**
- **renewable energy**
- **zero waste – recycling, reuse, reduce**
- **European funding.**

“John Lewis recognises the benefits of collaboration which is why we wholeheartedly support Check Out. It’s a great initiative for us to help share intelligence and reduce criminal behaviour. Essential Edinburgh has enabled us to work with our fellow retailers to tackle crime in Edinburgh city centre, making it safer and more welcoming for both visitors and people who work here.”

**Barry Matheson, Manager (Edinburgh & Aberdeen)**

**John Lewis**



## How is a BID established?

Normally, a working group develops the initial BID project and consults with other groups and the local authority to gauge support. It also ascertains whether financial, in kind and secondment support will be provided by the local authority.

After this a wider, more representative steering group is established, made up of predominantly private sector individuals and some public sector representatives.

After consultation with local businesses, a steering group will identify the proposed BID area to be covered, the issues to be addressed and projects to be included in the business plan. The business plan will also set out the BID's delivery mechanisms and performance indicators, as well as the BID governance and management structures.

A BID is not a substitute for central or local government services, but is a way additional funding can be raised. The businesses then decide how the additional funds are spent to

strengthen their local business economy.

A BID is developed, managed and paid for by the business sector by means of a compulsory BID levy which the businesses within the proposed BID area must vote in favour of before the BID can be established. Each business liable to contribute to the BID will be able to vote on whether or not the BID goes ahead.

Levy contributions could be made by a combination of occupiers and property owners, or by occupiers alone.

The interests of both large and small businesses are protected through a voting system that requires a majority in the numerical votes cast and the rateable value of votes cast. A BID proposal in Scotland will only go ahead if more than half the businesses vote in favour and they represent more than half of the rateable value – of those businesses that vote.

A BID has maximum duration of five years after which the BID is required to seek a new mandate from the businesses in the BID area.



## How can a BID benefit multiple retailers?

A BID can help the regeneration and management of local high streets and town centres by delivering real and lasting results.

All local partners will benefit from the projects and services, and all contribute to the costs. BIDs are, therefore, fully accountable at a local level and provide the opportunity for multiple retailers to address problems and offer the chance to effect change in a local trading environment.

BIDs can help improve the performance of Scottish towns and contribute to Scotland's growth rate.

BIDs can help to:

- **create more vibrant and viable town centres and local high streets**
- **increase footfall and encourage greater consumer spend**
- **generate greater and stronger partnership working between public, private, voluntary and community organisations**
- **create a safer, more attractive environment – CCTV, mobile patrols, lighting, etc**
- **lead to a cleaner, improved environment for employees and customers**
- **deliver additional investment and funding to support town centre strategies and action plans**

- **reduce the level of empty properties and create more local jobs by attracting new businesses to the town**
- **bring more visitors to the town centre and the area's other attractions**
- **create greater civic pride and input to town centre regeneration from business owners and managers**
- **deliver additional town centre services and activities – safety, cleanliness, higher-impact area marketing and events**
- **support joint effort and drive towards a shared vision**
- **provide a strong local voice for business.**

BIDs can deliver:

- **protection of asset value by reducing crime and vandalism and enhanced long-term capital value growth**
- **improved staff recruitment and retention**
- **a competitive regional advantage**
- **improved private and public sector investment**
- **collectively invested money which works harder and smarter – sharing costs and responsibilities.**

# WE'RE ON TO YOU

▶▶ Check Out is a partnership between Essential Edinburgh and Lothian and Borders Police to make our city a safer place to visit and work.



MAKING CITY SHOPS SAFER



**ESSENTIAL EDINBURGH**  
Central Business Improvement District





## BIDs in action

As a city centre BID, multiple retailers play a large role in the Essential Edinburgh BID with a number of the BID projects being developed to bring added value to the retail sector.

A major project has been the establishment of a retail security scheme, Checkout, in partnership with Lothian & Borders Police.

Established in November 2009, Check Out is designed to clamp down on thefts and other crimes at city centre stores. Launched by Essential Edinburgh, in partnership with Lothian and Borders Police, Check Out utilises modern communications technology to allow city centre retailers to share real-time information and to act quickly against criminals and those intending to commit a crime.

Checkout is the brainchild of community police officer Bruce Burt. It follows hard on the heels of the successful Checkin initiative launched by PC Burt and the Sheraton Grand Hotel's security staff two years ago, which has combated fraud and anti-social behaviour in the city's hotels and now has a membership of 60 hotels. A number of high-profile fraudsters have been exposed by the Checkin project.

The scheme is managed by Essential Edinburgh, with invaluable support from the

security team at John Lewis in Edinburgh.

Another recent project has targeted Edinburgh Festival-goers by encouraging them to shop and enjoy the other leisure activities on offer within the city.

Edinburgh is always busy in August with the Edinburgh Festival, but how do you convert Festival-goers into shoppers, especially when the majority of Festival activity happens in the south of the city and not in the BID area?

Essential Edinburgh tackled this problem by forming a partnership with one of the biggest Fringe promoters who also happens to be based in the BID – Assembly Fringe. Together, they provided a pocket-sized brochure packed full of 'shows and shops' and offering a great free advertising opportunity to all businesses in the BID during the critical August period. It was also an effective way to remind visitors of the variety of leisure and shopping on offer in Edinburgh and for Essential Edinburgh to showcase the BID to a wider audience.

Essential Edinburgh is committed to delivering projects and services that will make a real difference for its member businesses in establishing the BID area as *the* shopping destination of Edinburgh.



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