

# Cambridge BID Limited

## Progress update...

Cambridge City Council West/Central Area Committee  
Wednesday 29<sup>th</sup> October 2014

Edward Quigley, Cambridge BID Manager  
supported by Michael Wiseman, Cambridge BID Board Chair



# What is Cambridge BID?

BIDs are geographically defined areas within which, businesses vote on whether to pay a levy, which is then used to deliver projects, events and initiatives that improve and promote their location as well as support businesses.

BIDs are completely independent from local authorities, governed by a Board of Directors representing businesses in that location and deliver projects that are completely separate to services delivered by statutory bodies.



# BID/City Council relationship...

The relationship between a BID and a local authority is a dynamic and multifaceted one:

- Cambridge BID Limited is an independent organisation, focused primarily on meeting the needs of businesses and organisations within the BID Area
- Cambridge City Council is a BID Levy payer
- Cambridge City Council is represented on the BID Board of Directors
- Cambridge City Council is a key stakeholder within the BID Area
- Cambridge City Council is a supplier to Cambridge BID
- BID projects must be additional to statutory services, however delivery of these projects must reflect and complement associated statutory provision – ie cleansing



# Some achievements to date...

- BID Company set up – Board formation, staff recruitment, levy collection and delivery against our four key work streams:
- Pride and Promotion
- Welcoming and Vibrant
- Safe and Clean
- Business Support



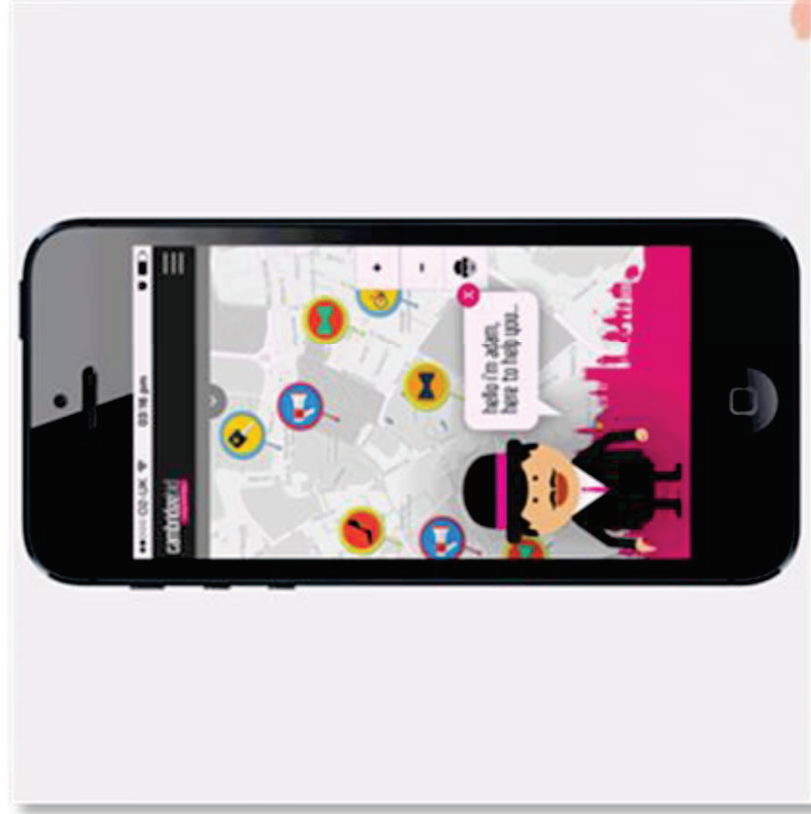


# Pride and Promotion...

- Promotional materials – including the family of guides, Christmas and Spring/Summer magazine, Ambassador fold-out maps
- Development of a new consumer facing website
- Support for events; Sparkle and Shine Ball, Christmas “Big Switch On”, e-Luminate, Tour de France, Open Cambridge, Ice Rink 2014
- Sector support; Independents Month 2014 and Cambridge Style Week



# Pride and Promotion – new consumer website...



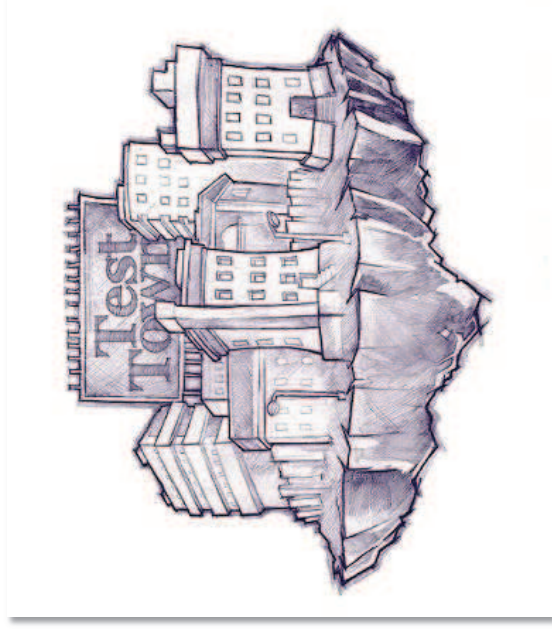
# Welcoming and Vibrant...

- Continuation of our City Ambassador service
- Increasing the coverage of our Christmas Lights scheme, to include new streets (subject to necessary permissions)
- Established Cambridge as the host of TestTown 2014 Grand Final, paving the way for the BID to facilitate new and innovative pop-up shops in the City Centre
- Venue for TestTown 2014 Grand Final and continued support for organisations such as Changing Spaces





# Cambridge – TestTown 2014 Grand Final...





# Safe and Clean...

- CAMBAC membership fee covered by BID Levy
- Provision of Taxi Marshall service at key weekends throughout 2014/15
- Support for Street Pastors and Safety Guardians
- Cleansing of 13 sites (up until 20th October 2014) across the City
- Contract award late 2014/early 2015 with programmed street-by-street deep cleansing throughout remainder of the BID term



## Safe and Clean – BID deep-cleansing...





# Business Support...

- Cost Saving Initiative – over £50,000 of savings by end of October
- Comprehensive performance monitoring reports
- Mystery shop, BID Awards and training provision
- A suite of workshops and training sessions for businesses and employees
- B2B facilitation via the improved Cambridge BID website
- A voice for the businesses and organisations of Cambridge City Centre





# The Cambridge BID Awards



# Establishing the BIDs strategic role....

- Building strong relationships with key stakeholders
- Establishing the BID with local, regional and national media
- Providing a “Business Voice” for BID businesses on local issues
- Representing Cambridge on the National BID and town/city centre management agenda



# Hurdles we have overcome...

- **Communication** – engaging with levy payers, non-levy payers and other stakeholders
- **Managing expectations** – challenge of starting a new business, establishing the BID company and delivering against the BID business proposals
- **Credibility** – overcoming some initial skepticism





# BID communications and openness...

Effective communication between the BID and businesses/organisations and other stakeholders is key to the effective delivery of projects. Some ways in which we have communicated:

- Quarterly newsletters
- Social media
- Press releases
- Ambassador visits
- Advisory Groups
- BID website
- Publishing of BID Board meeting minutes on the BID website
- Open sessions at BID offices



# So what next from Cambridge BID...

## A solid future for Cambridge businesses and organisations.

Thank you.

