

Cambridge BID Limited Progress update...

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

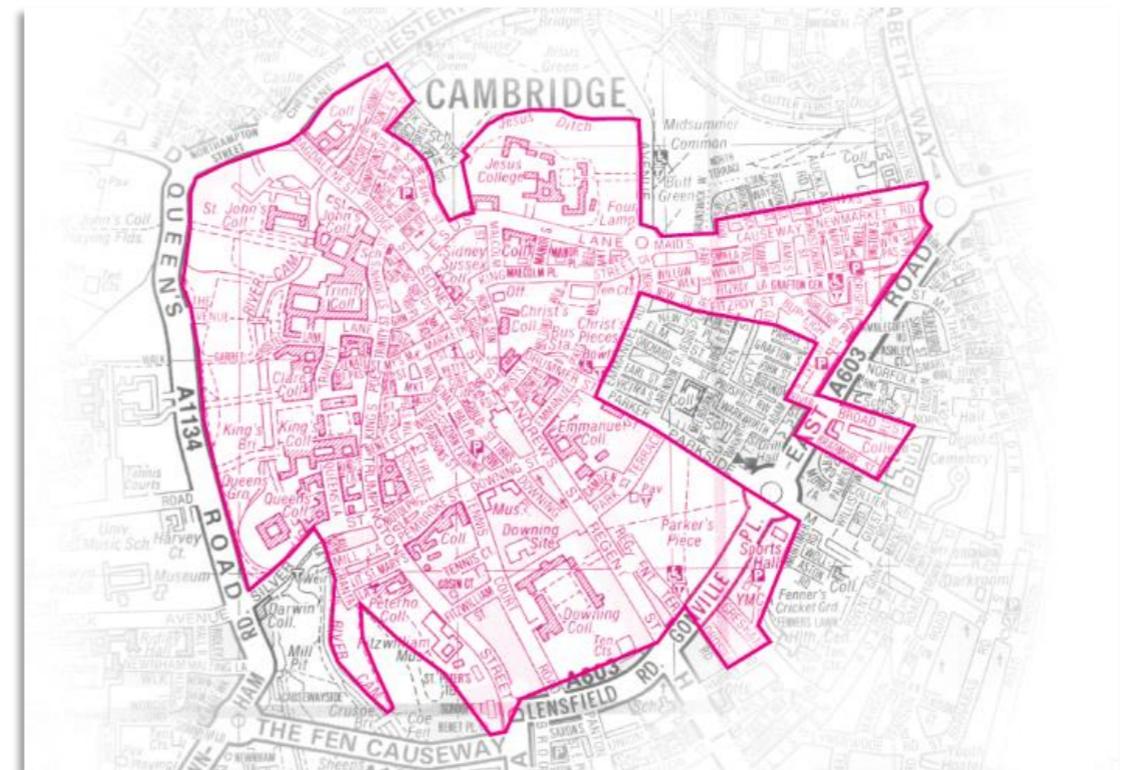
Edward Quigley, Cambridge BID Manager
supported by Michael Wiseman, Cambridge BID Board Chair



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 multi faceted 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 compliment 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

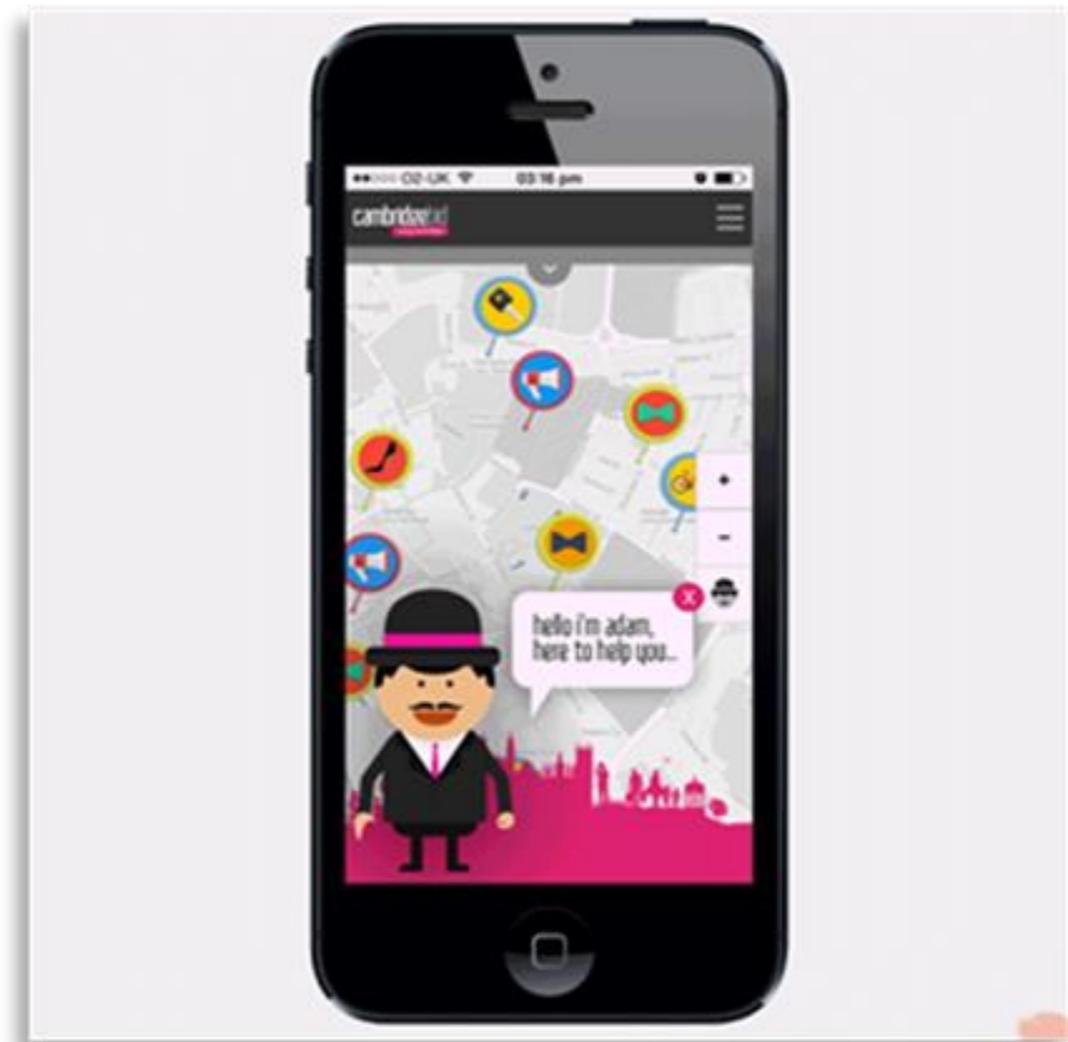


Pride and Promotion...

- 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...

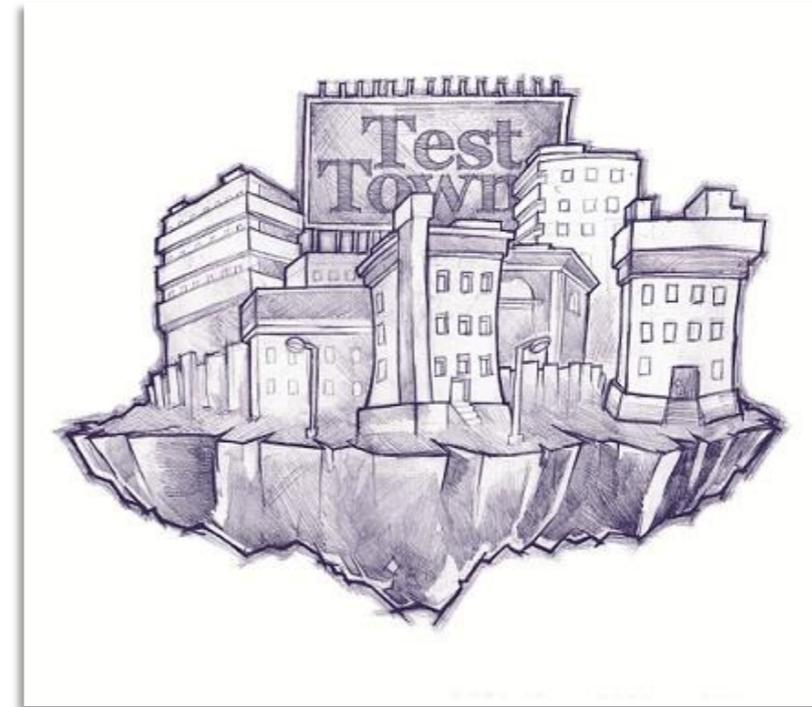


Welcoming and Vibrant...

- 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...

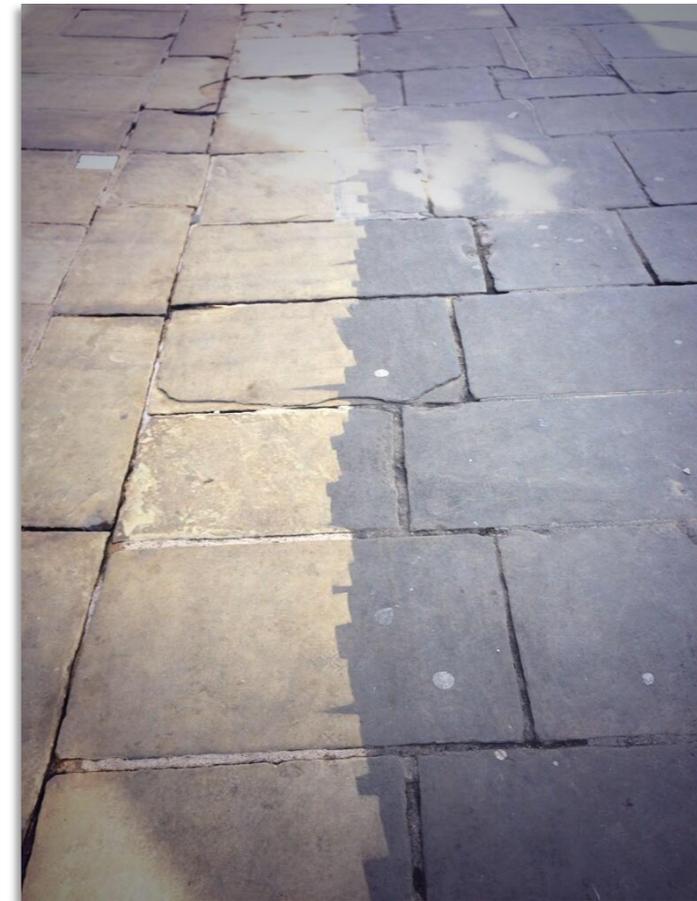


Safe and Clean...

- 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

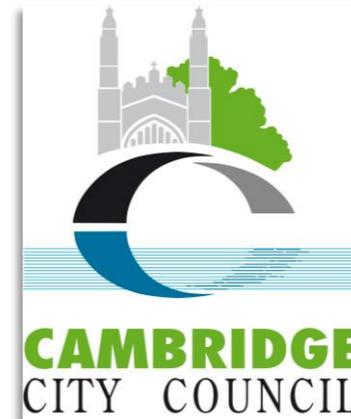


The Cambridge BID Awards



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.

