



BID Term 2 Final Consultation

Creating a world-class experience for all who visit,
live and work in Cambridge, a global city

You said, we listened, together we will...

Five years on

In 2012 a partnership of local businesses and stakeholders came together to create the Cambridge Business Improvement District (BID) Company. A BID offered the potential for a sustainable model for City Centre Management.

Following in-depth consultation with businesses and stakeholders alike about their key business priorities, a business plan covering four key areas was proposed: Pride & Promotion; Welcoming & Vibrant; Business Support and Safe & Clean.

Businesses chose via a vote to support the BID for a five-year term and since then the team has been working with you, the businesses, to deliver our business plan.

The first five years has flown by and the time has now come for the BID to propose a further five-year plan, building on its recent successes, achievements and extending its area.

The Cambridge BID's new business plan will be published in September and this Final Consultation document pulls together all the strands of research we have carried out with you and outlines the direction you believe the BID should be heading in.

From 6th October 2017 you will be able to vote for a further five years of BID support. The BID has ambitious plans to be part of ensuring Cambridge is, and continues to offer, a world class experience for all who visit, live and work in the city.

cambridgebid
loving cambridge...





Gathering your feedback; listening and learning...

We are continuously asking for your feedback so we can improve delivery. Here are some of the main ways we have consulted with you about the next five years.

ambassadors

Constant access to our on-street team to feed in your views and ideas. Ambassadors visit on average 230 businesses per month.

face-to-face

Individual meetings between businesses and BID staff are ongoing, this gives you the opportunity to give specific ideas to the team.

annual survey

In 2016 we completed an annual survey to guide our project delivery. All BID businesses received a copy and were invited to complete.

project feedback

We seek feedback following the completion of all our projects, this gives us valuable information to help shape future projects.

groups

Access to a number of groups which feed directly into the Board which include the Pride & Promotion Advisory Group and our quarterly Cambridge Performance Group.

workshops & meetings

In March 2017, we held 6 workshops at different times and dates to suit sector needs. All BID businesses were invited to attend and contribute to the discussions. Since then, further stakeholder meetings have been taking place across the city and will continue through the summer.

agm

All BID businesses are invited to attend our annual AGM and Summer Business Event where you can meet the team and hear from our Chairman who gives an overview of the previous year's activity as well as an insight into how our work will benefit you over the year ahead.

informal social evenings

We are holding a series of informal events which will allow you to relax, chat and meet other city representatives along with members of the Cambridge BID team.

have your say research

In January 2017 you received a renewal specific survey which gathered views on our projects to date and ideas for the future.

73% of businesses surveyed love the City Ambassadors

60% of businesses surveyed regard the deep cleaning as excellent

So far you have said Cambridge BID 2018 – 2023 should:

Provide a unified and welcoming visitor experience during the day and at night

Be the coordinated voice for businesses on key issues

Enable greater strategic connectivity between BID businesses

Enhance the online and digital platform for Cambridge

Seek to animate our open spaces, for example Market Square and Station Square

Term two proposal and potential new projects

Thank you all for providing such in-depth and forward-thinking feedback. It has given the 2018-2023 business plan a very clear direction. Without doubt, you are proud of your city and want to remain so by offering a consistent world-class visitor experience. The three themes for 2018- 2023 along with some key projects you told us you would like to see are listed below. Many continue the good work already carried out whilst some represent new strategic activity.

Welcome:

Continue our very popular street cleaning and rapid response programme

Experience:

City events bringing together the office, retail, residents and visitor community

Support:

Increased opportunities to develop a sense of community amongst businesses

Supporting the day and night-time economy by working with CAMBAC, the Taxi Marshalls and Street Pastors

Animating our city, with a particular focus around the delivery of food, cultural and independent themed activity

Increased mystery shopping programme to ensure we are converting footfall in our businesses

Develop the City Ambassador service to increase visibility and cover the larger area and presence at the Rail Station

Unified marketing platform / plan for the city with Visit Cambridge & Beyond

A dedicated independent 'fund' for celebrating independent businesses

Creating a unified visitor experience across the city

One collaborative set of guides and maps – both print and digital media to be used by all businesses

Delivery of local knowledge sessions through Ambassadors

Connecting the city centre to one of the key gateways into the city through the inclusion of Hills Road, Station Road, Cambridge Station and the CB1 area

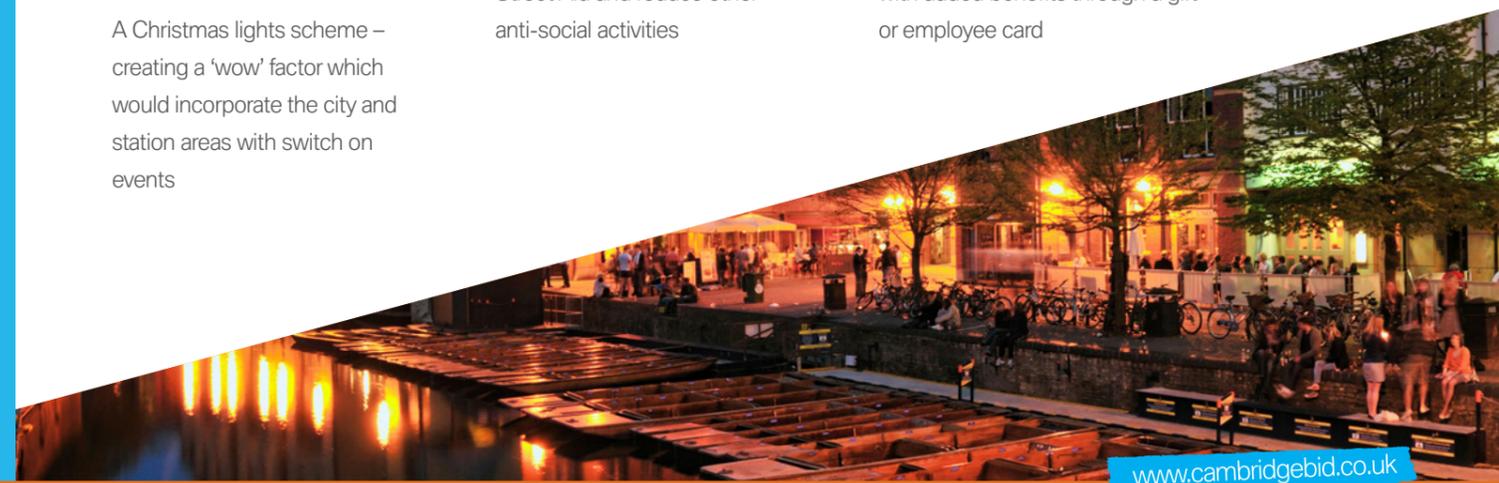
Park & Ride promotion to residents, staff and visitors alike

Structured business support packages on topics such as HR, legal, social media and online trading

A Christmas lights scheme – creating a 'wow' factor which would incorporate the city and station areas with switch on events

Work with partners to support Street Aid and reduce other anti-social activities

Provide BID Business employees with added benefits through a gift or employee card





Businesses with a rateable value under **£30,000** will be exempt from paying the levy

We propose to keep the levy static at **1%**



Support to expand the boundary to encompass the Rail Station and CB1 area

The BID has developed in confidence and delivery over the last four years and is intent on forging even stronger strategic alliances to ensure we do just that. It will also continue to deliver the staple projects which help to keep the city clean, vibrant, safe and welcoming.

A Business Improvement District (BID) is how Cambridge businesses pool their resources, agree activities and make them happen. It covers a defined geographical area.

During our consultation, it has become clear you want a world-class experience for all who visit, live, work and play in Cambridge, a truly global city. The BID is committed to supporting this.

We will continue to communicate with businesses over the next few months including at our AGM on June 20th, our monthly drinks events and at key stakeholder meetings. We will be contacting you in early September with a copy of the business plan and details on how you can cast your vote.

June

Distribution of final consultation document

August

Preparing the Business Plan

September

Business Plan delivered to you

October Ballot starts 6th October

November

Ballot closes – 2nd November
Results announced

Ongoing

Meetings, listening, shaping

In the meantime, any further feedback is welcomed and can be provided by contacting Ian Sandison, Cambridge BID Chairman at the BID office at:

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