



NABMA
the voice of markets

welcomes
you to
Markets Through Partnership
Thursday 25th January 2018
#NABMAConf

Working with BIDs

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@placemanagement @bidfoundationuk



A new industry-led body to provide strategic direction and practical support



THE BID
FOUNDATION



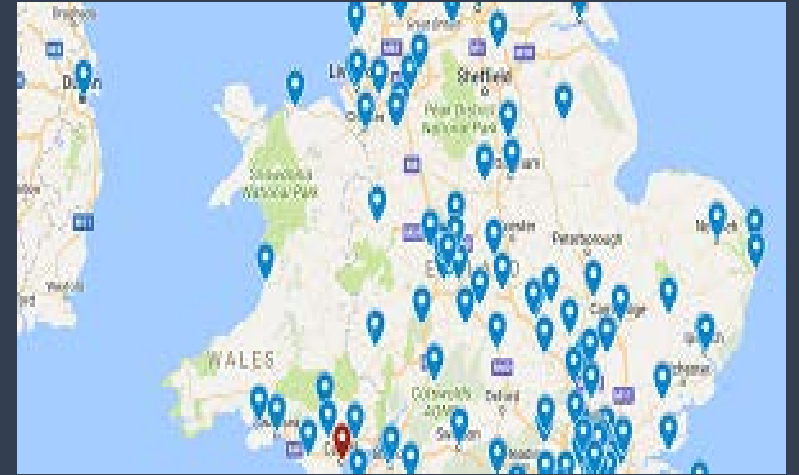


BIDs: a government for our time?

Briffault R (1999)

BIDs in UK

- Legislation in England 2003/04
- First BID (Kingston First) 2005
- Legislation in Wales 2005, Scotland 2006/07, Northern Ireland 2013
- Some 280 BIDs today
- Raising about £130 million per annum



Representing BIDs

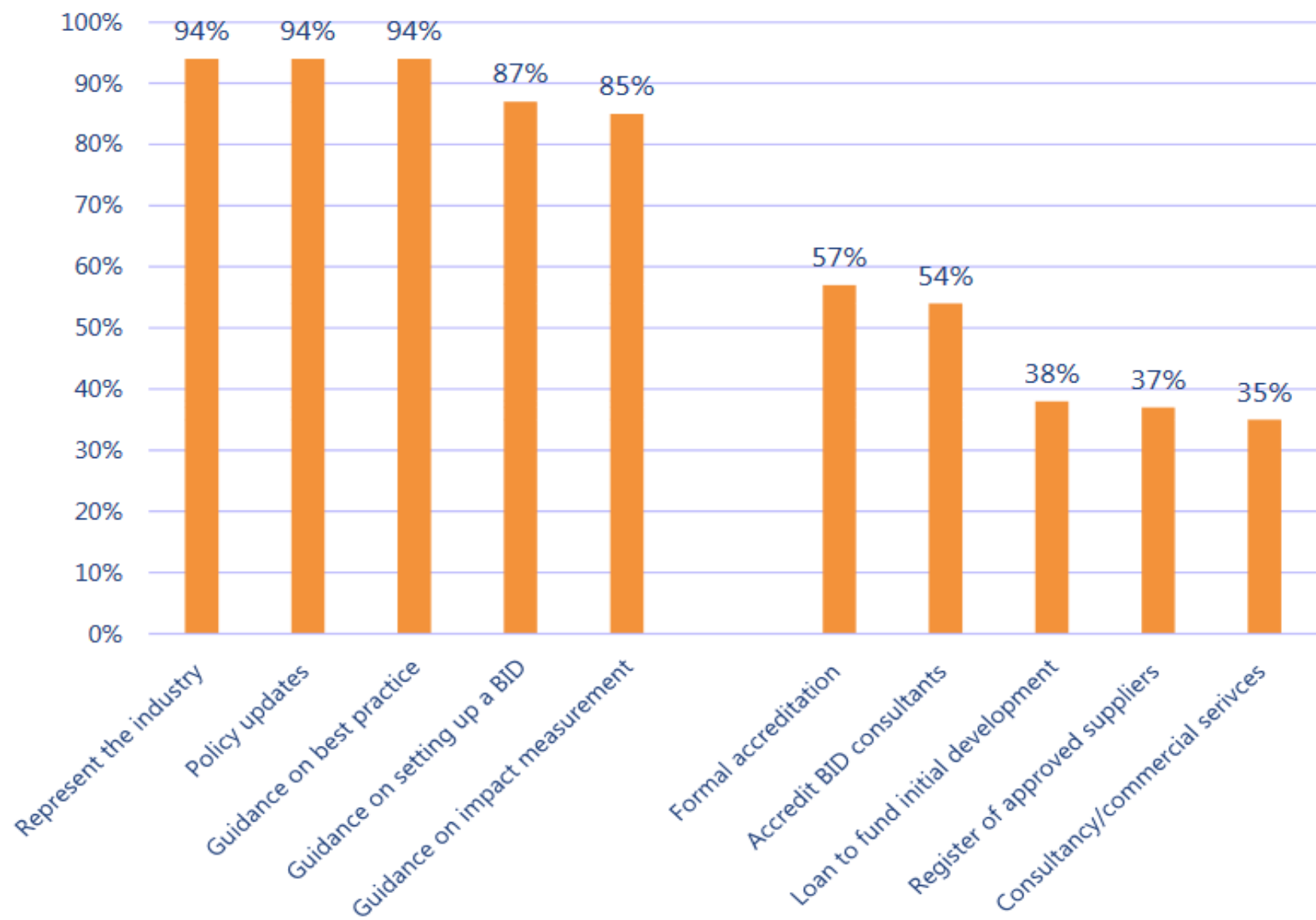
Meeting the changing demand for
BID services in England

Analysis and options



John Griffiths
Hannah Rich
December 2016

Identifying the most (and less) important services



Responses from 103 BIDs show that the most important services they are looking for are all externally focused ie - representation, lobbying and guidance which enhance the reputation and demonstrate the impact of BIDs. The comparatively less important services can be categorised as being more operational and/or services which BIDs may feel they already have access to, or can acquire or purchase individually.

NB: This chart shows the % of BID respondents who rated these services as either very important or important.



1. A trusted and authoritative voice
2. Engaging effectively with stakeholders
3. Advancing innovation across the sector
4. Supporting and accrediting BIDs and BID consultants
5. An impartial and collegiate community

‘those things that are most important to a person or an organization.’

‘important qualities and standards that have a certain weight in the choice of action’



Private Sector Values

Profitability
Innovativeness
Honesty

Public Sector Values

Lawfulness
Incorruptability
Impartiality

Shared Values

Accountability
Expertise
Reliability
Effectiveness
Efficiency

Mixed set of public, private and common core organizational values

Accountability
Collegiality
Dedication
Effectiveness
Efficiency
Expertise
Honesty

Impartiality
Incorruptibility
Innovativeness
Lawfulness
Obedience
Profitability
Reliability

Responsiveness
Self-fulfillment
Serviceability
Social justice
Sustainability
Transparency

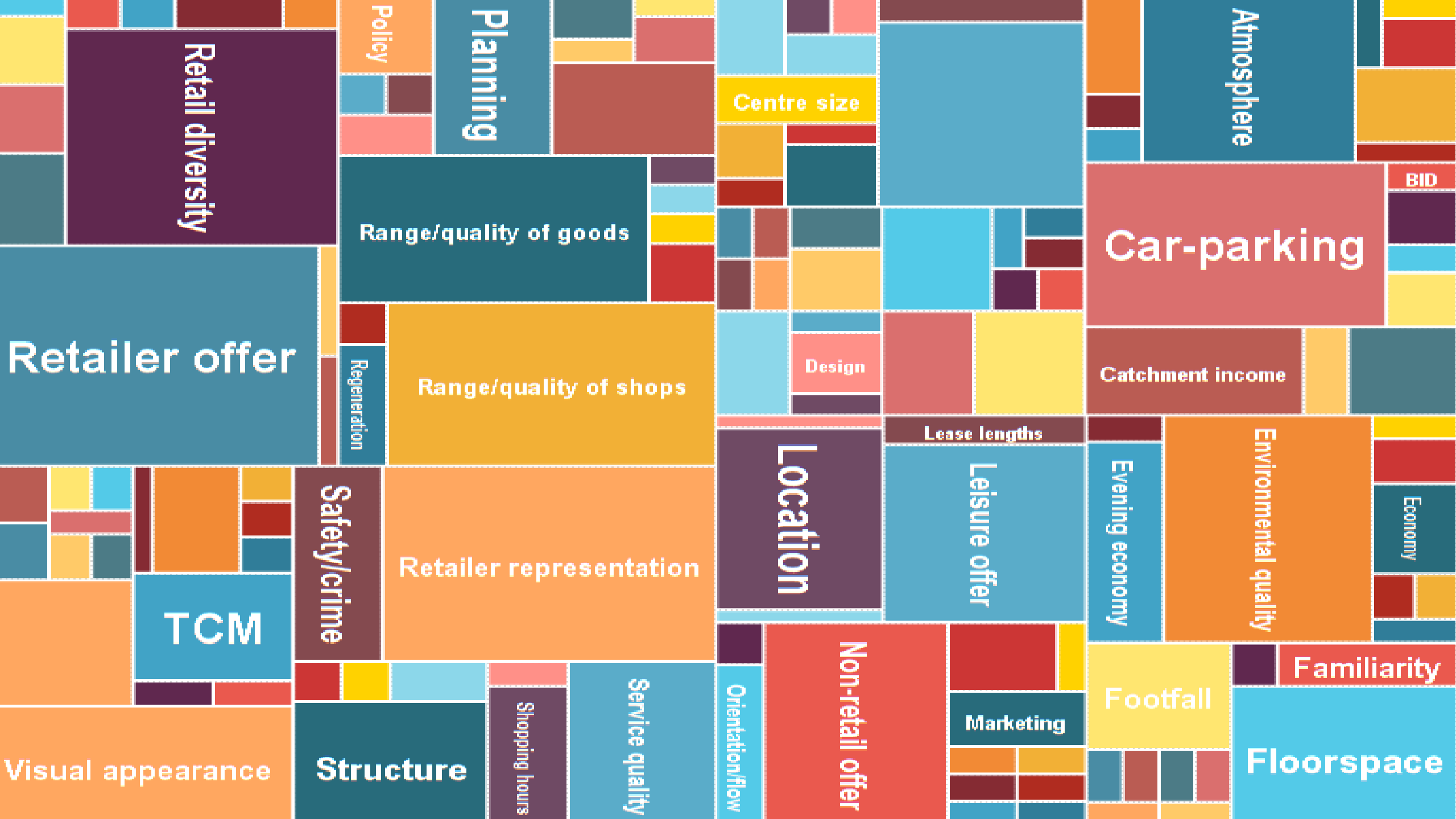
Values of

place managers →

Honesty
Dedication
Reliability
Innovativeness
Effectiveness
Accountability
Collegiality
Expertise
Incorruptability
Responsiveness
Self-fulfilment
Serviceability
Social justice
Transparency



Vitality & Viability





Trading and activity hours



Visual appearance



Right offer



Shared vision and strategy



Quality of experience

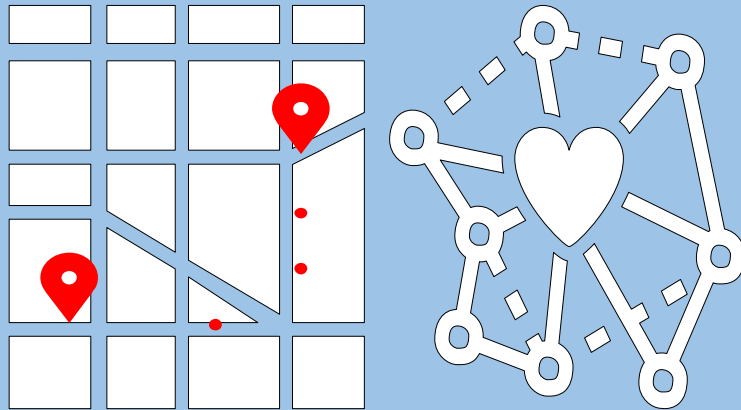
Top 5 factors



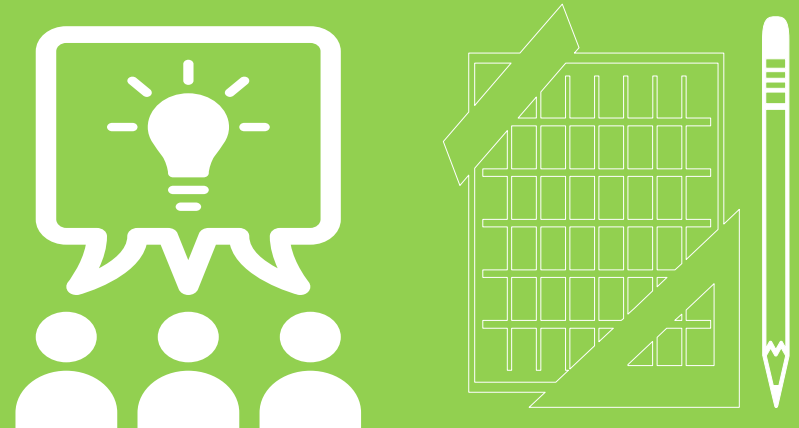
REPOSITIONING



REINVENTING



REBRANDING



RESTRUCTURING



Do decision makers have up-to-date information on activity?

Do businesses know who uses the area and when?

Are developments and trends tracked and modelled?

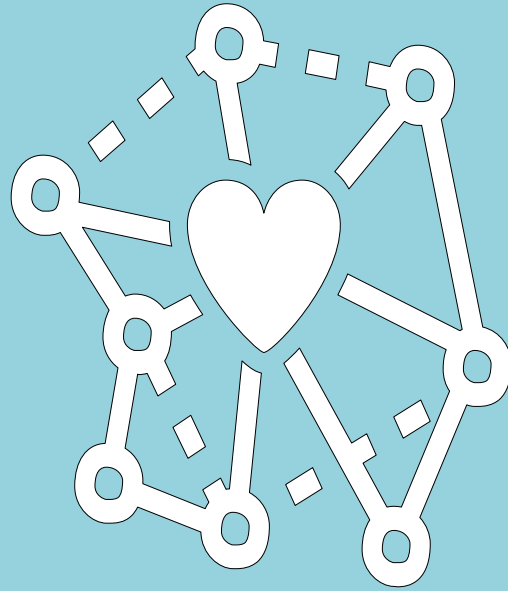
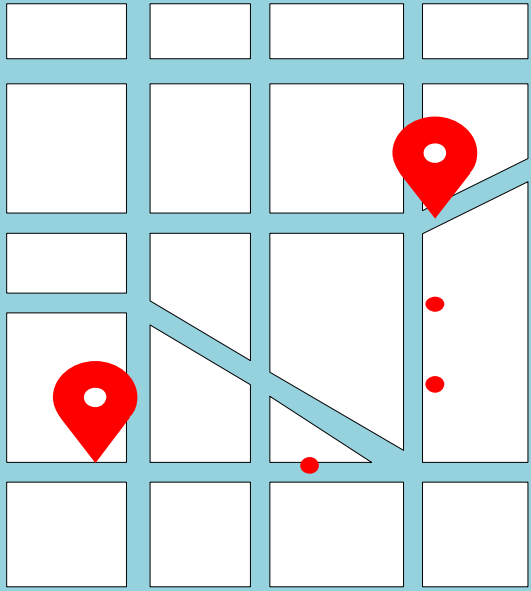
Repositioning



Reinventing

Does the place meet the needs of its users?

Do businesses or people who work here have to go elsewhere for everyday important needs?

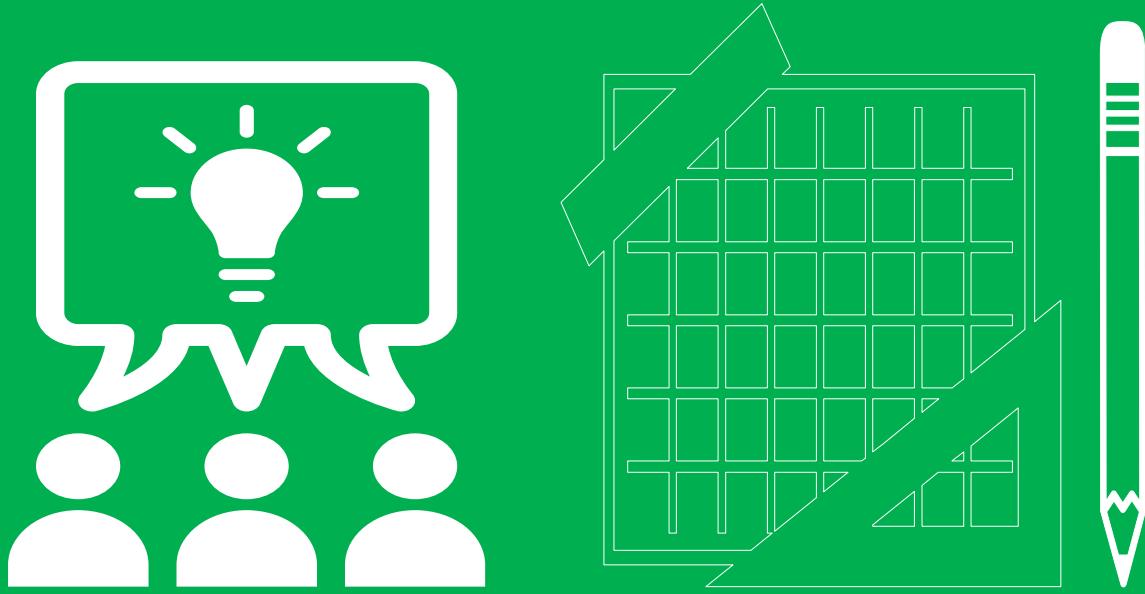


What is the reputation of the place?

Are current perceptions realistic?

How well do stakeholders communicate a positive image of the place?

Rebranding



Restructuring

Are the governance structures in place actively managing change?

How well are stakeholders engaged in decision making and action?

Is the place in need of large scale physical restructuring?

“Decision making and management must become less hierarchical and myopic and more place-based and ‘porous’ to allow more intelligence and input from the location.”



thebidfoundation.com



placemanagement.org



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