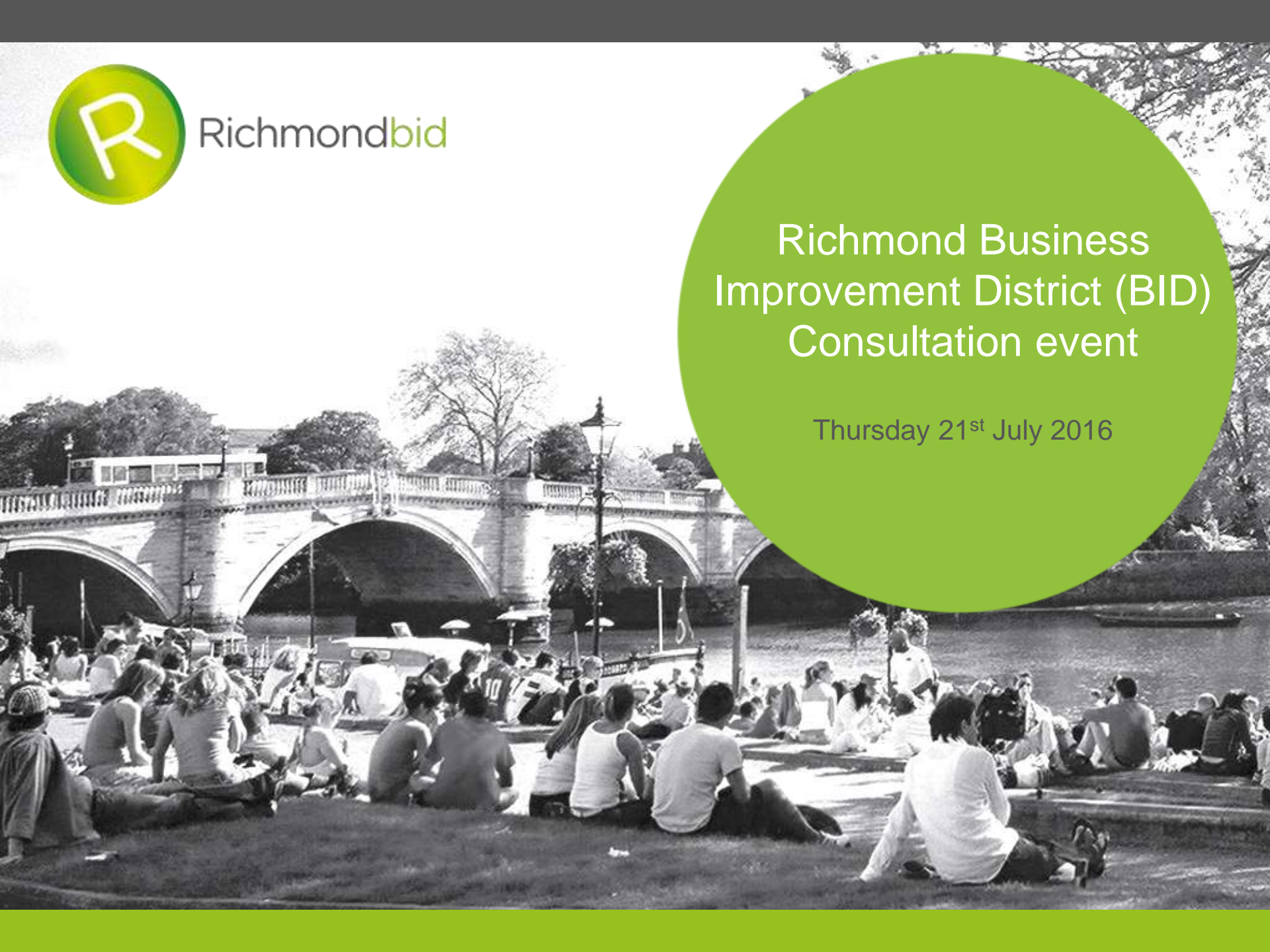




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Richmond Business Improvement District (BID) Consultation event

Thursday 21st July 2016





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Austin Casey
Project Director
Primera Corporation



Councillor Pamela Fleming

Overview of LB Richmond involvement to date



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What is a BID?





What is a BID?

A Business Improvement District (BID) is a business led partnership set up to improve and enhance a commercial district.

All eligible businesses are given the opportunity to vote in a formal ballot process on the proposals and if there is a majority Yes vote the BID is deemed successful and the levy becomes mandatory. In order for a vote to be successful, it must be won on two counts:

1. A straight majority of the number of those voting
2. By a majority in the rateable value of those voting



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Area Map





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Progress to date and Key dates

January 16

BID Steering Group

February/March 16

Perception Analysis

May/June/July 16

Business Consultation

August/September 16

Demonstration Projects

October 16

Ballot Phase





Greater London Authority (GLA) grant
to support BID development
£30,000

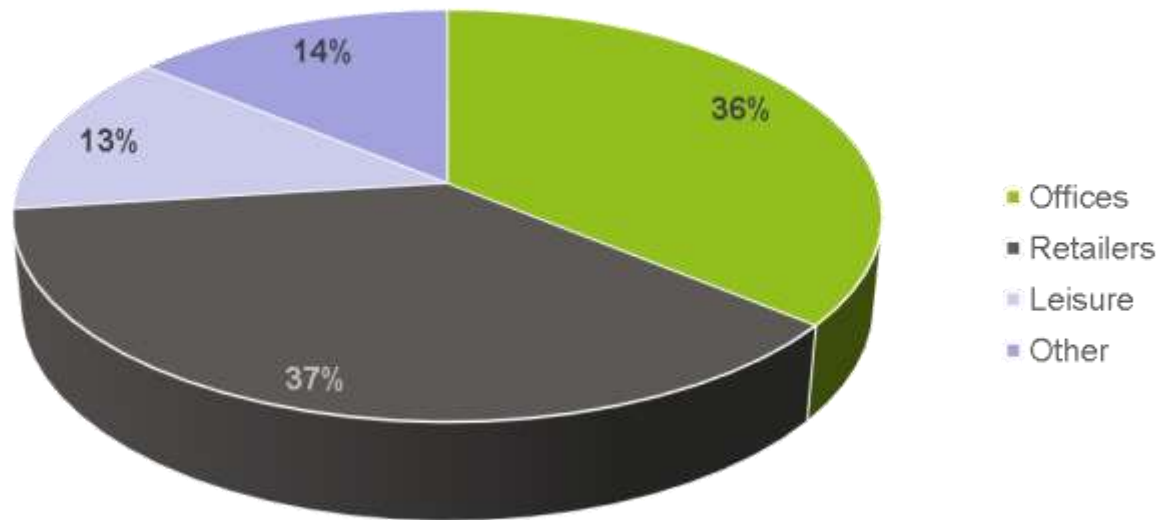
Demonstration projects

- BID Ambassadors Project (August - September)
- Music Festival (1-week in September)

How will you benefit?



BID membership by sector



How will you benefit?

Office Occupiers

- Strong representation & lobbying power
- Raise the profile of the area as a business district
- An enhanced, cleaner and safer working environment
- Projects to facilitate networking, business collaboration and business development opportunities
- Reduction in operating costs through joint procurement, recycling, recruitment and other services
- Employee privilege card scheme



How will you benefit?

Retailers

- Increased marketing and promotion of the area
- A cleaner and safer trading environment
- Improved signage
- Promotion of an enhanced, more diverse retail offer which will support Richmond's unique retail offer
- Roll out of employee privilege card scheme provides better linkages between corporate occupiers and retailers



How will you benefit?

Leisure and Hospitality

- A joined up marketing and PR strategy to promote the visitor offer in Richmond, with a particular focus on the unique tourism offer
- Improved wayfinding around the area to make it easier for people to navigate their way around Richmond and further
- Integration within the BID community and collaboration on initiatives



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Proposed Strategic Themes





Five Key Areas of BID Activity:

- Promotion, Profile and Events
- Parking and Congestion
- Supporting business growth
- Enhancing the look and feel of the area
- Corporate and social responsibility



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Timetable to Ballot

1. Development of Business Plan
2. Demonstration projects
3. BID canvassing campaign
4. BID Ballot





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