

Dr Julie Grail
Chief Executive



What is a BID?

BIDs are **business-led partnerships** focused on improving and enhancing commercial areas including town and city centres, commercial locations and industrial estates.



Why do we have BIDs?

Disparate ownership and needs

Competition to the high street heightened

Public sector resources decreasing

Customer expectations higher

Consumer marketing requirements





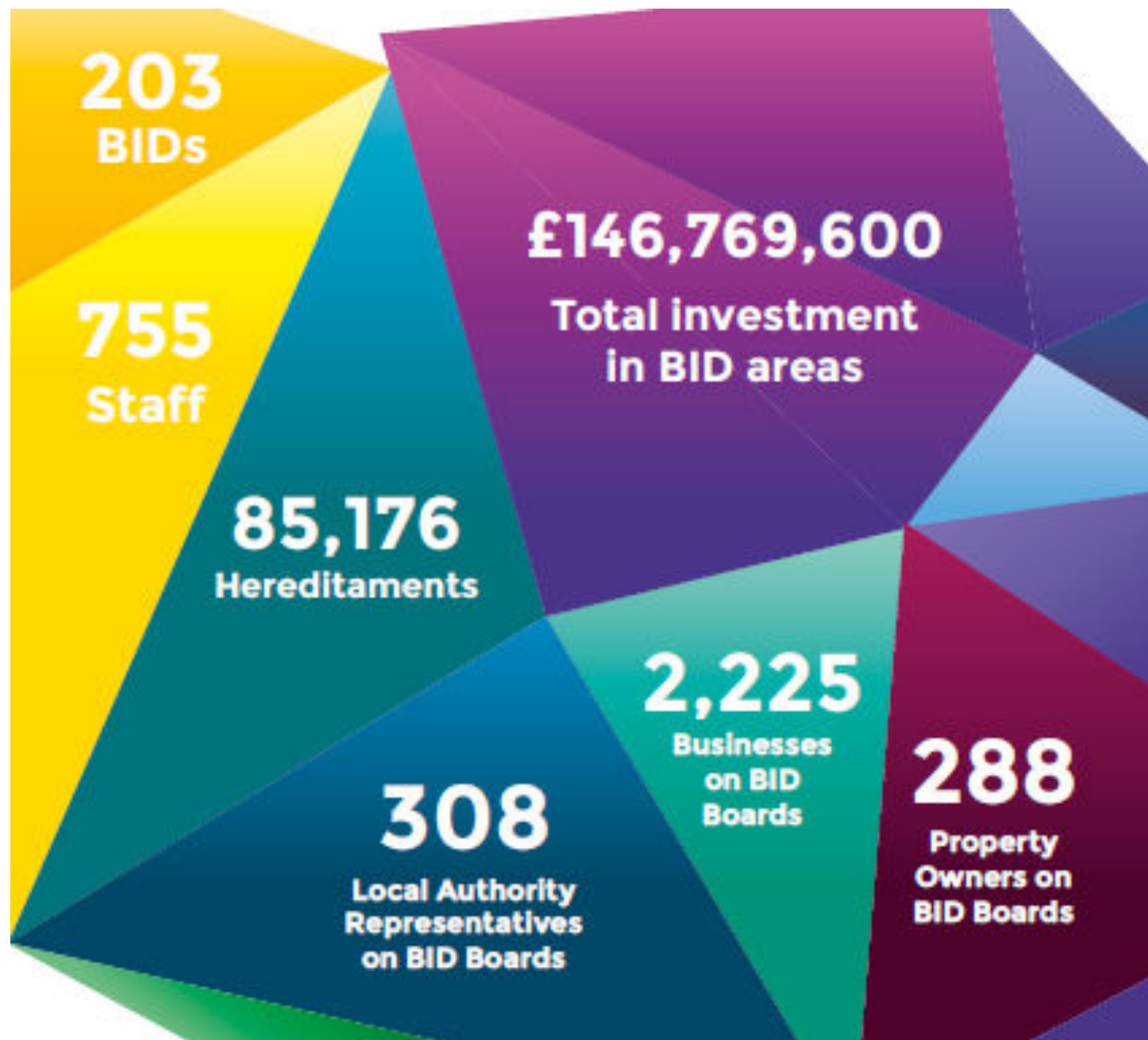
What difference do BIDs make?

Focus on increasing trade and reducing cost

Deliver coordinated projects and services

Sell the location as one single entity to the consumer







BID Delivery

- Cleaning up (clean, safe, green, cared-for)
 - Promoting (branding, campaigns, online, social)
 - Enlivening (events, animation)
 - Cost-saving (recycling, supplies, insurances)
 - Innovating (quirky to commercial)
-







Uniquely
Yours

Celebrating
Worcester's
Independent
Businesses

shop eat play | live worcester





THE PADDINGTON BEAR  **Leeds City Council**

Paddington Bear
The Paddington Bear is a beloved character from the children's book series by Michael Bond. The bear is a white bear who was found in the streets of London and was adopted by a family in the city of Bath.

NSPCC
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BEAR to 2025









Emphasis of BIDs

- Place Management
- Place Shaping
- Place Branding
- Strategic Voice
- Public Realm Custodian





Business Engagement from a BID's Perspective

- Business-led/Initiated
- Delivery/Action Focused
- Measurable Value/Benefit Essential
- Enabling not Leading Role from Public Sector





Further Information

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