

1 MARCH 2021 BID Survey

- Design BID2 business consultation survey.
- Share survey with LA and BID Board for comment.
- Send survey to print and generate online link.

2 APRIL - JUNE 2021 Stage 1 Business Consultation: Survey

- Survey open 1st April 2021 – 30th June 2021.
- Distribute survey to all BID members by hand, email, post to registered and local address.
- Aim for minimum 50% participation.

Invitation to join the BID Board

- Evaluate vacant positions on BID Board, ensure representation from all business sectors.
- Invitations to new members to join the BID Board from May.

3 APRIL 2021 Marketing

- Issue BID newsletter with call to action from Board to complete BID survey.
- Press release on BID consultation.
- Publicise survey on BID website and social media.

BID Boundary

- Define BID2 boundary, to include existing BID area and modify as appropriate.
- Produce map of working BID boundary.

Data Request

- Provide LA with list of roads and streets within revised BID boundary, request database of business name, sector, 2021 rateable value, local and billing address.
- If cross-borough BID consult with second local authority.

4 MAY 2021 Tracker

- Utilise database from LA and create business engagement tracker.

Baseline Agreements and Operating Agreement

- Draft LA BID Baseline agreements and Operating Agreement, send to heads of service to complete within 60 days.

5 MAY - JUNE 2021 BID Board

To determine:

- Income generated by BID2.
- Revised BID boundary.
- BID levy percentage.
- BID lower threshold.
- BID upper cap.
- Exemptions and discounts i.e. charities and shopping centres.
- Review BID survey data.
- Determine draft BID projects and initiatives.

6 JUNE - JULY 2021 Marketing

- BID newsletter, to promote BID workshops.
- Press release on BID workshops.
- Distribute postcard to all eligible businesses by hand, email and post as a reminder to complete the BID2 survey and invite to workshops.

Stage 2 Business Consultation: Workshops

- Hold a series of sector / area specific workshops to enable businesses to input ideas and provide feedback on new BID projects.
- Invite Cllrs and Cabinet members.

BID Board

- Review BID workshop data.
- Determine draft BID projects and initiatives.

7 JULY 2021 Baseline Agreements and Operating Agreement

- Ensure LA returned.

8 AUGUST 2021 Marketing

- BID newsletter, to provide summary on findings BID consultation.
- Press release on BID overview and feedback on consultation.
- BID summary document.
- Distribute BID merchandise.

Stage 3 Business Consultation: BID Pamphlet

- Provide businesses with summary document of BID projects and initiatives identified during survey and workshops which will form basis of the new 5-year BID business plan.
- Provide an opportunity for businesses to contribute further ideas.
- Distribute to all businesses, hand deliver, email and post.

9 SEPTEMBER 2021 BID Board

- Review collective data from BID survey and workshops.
- Confirm definitive BID projects, costs and 5-year budget.

Finalise BID business plan

- Write content for BID2 proposal.
- Photographer for images of the Board, local businesses and BID area.

Monday 6th

Notify the Local Authority of intention to hold a BID Ballot

- With evidence of business consultation undertaken.
- Send by email.

10 OCTOBER 2021 Marketing

- BID newsletter, to include LA views on BID2 proposals.
- Press release on LA views on BID2.

Report to Cabinet

- For support and resource implications for LA.
- Detail the BID specifics – boundary, levy, minimum threshold, upper cap, exemptions, projects, budget, consultation.

11 NOVEMBER 2021 Monday 15th

BID Business Plan Design

- Send copy and images to designer.

12 DECEMBER 2021 Marketing

- BID newsletter, publicise Christmas activities funded by the BID.
- Press release on BID Christmas activities.

Monday 6th

Notice of intention to hold a BID Ballot sent to the Secretary of State

- At least 84 days before the Notice of Ballot is issued to businesses.
- Send by email.

Monday 13th

BID Business Plan Sign-off

- Final amends to Business Plan.
- Send to printers.

Monday 27th

Electoral Reform Service ERS to receive mailing list and Notification letter wording

- 63 days prior to the ballot.

13 JANUARY 2022 Marketing

- BID newsletter, to promote BID launch event.
- Press release on BID launch event.
- Canvassing eligible businesses.

Thursday 13th

Launch Event

- Event(s) to launch BID2, collect copy of business plan, meet the Board and hear from guest speakers.
- Distribute Vote Yes to the BID window stickers and BID merchandise.

Friday 14th

Notice of BID Ballot dispatched

Electoral Reform Service ERS

- At least 42 days prior to the day of BID ballot.
- Sent to all eligible businesses by post.
- Businesses to notify if details are incorrect / appointing a proxy to delegate voting powers.
- To include the BID summary pamphlet.

14 FEBRUARY 2022 Marketing

- BID newsletter, to promote BID2 Business Plan.
- Press release on BID ballot.
- Distribute Vote Yes to the BID window stickers.

Tuesday 1st

BID Ballot papers dispatched

Electoral Reform Service ERS

- 28 days prior to the day of the BID ballot.
- Sent to all eligible businesses by post.
- To include a copy of the BID business plan.

Wednesday 2nd

Business Consultation

- Door to door visits to eligible businesses to encourage voting.
- Email prompts.
- Maintain voting tracker.

Friday 18th

Latest day for businesses to appoint proxy

Electoral Reform Service ERS

- 10 days prior to the end of the 28-day ballot.

Wednesday 23rd

Latest day for businesses to cancel proxy

Electoral Reform Service ERS

- 5 days prior to the end of the 28-day ballot.

Thursday 24th

Issue of replacement ballot papers

Electoral Reform Service ERS

- 4 days prior to the end of the 28-day ballot.

Monday 28th

Day of BID Ballot

Electoral Reform Service ERS

- Within 90 days of the Notice of BID Ballot.
- 28-day postal ballot concludes.

15 MARCH 2022 Tuesday 1st

BID Ballot results announced

- Ballot outcome announced.
- Inform all BID businesses of ballot result.
- 28 days for veto request to be made. If Notification of veto received 28 days for BID to appeal.
- If unsuccessful re-ballot, one month to close company operations.

16 APRIL 2022 Friday 1st

Implementation Day

- Pending successful re-ballot, commence new 5-year BID term 2022-2027.

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