

BID Expansion & Renewal

February 2010

Consultation Report

March 2010

This paper outlines the consultation undertaken in renewing inholborn's mandate as a business improvement district.

Dialogue with the business community commenced in May 2009 and, during two stages of communication, over 400 one to one meetings were undertaken together with the distribution of over 5000 pieces of printed material to individual businesses and wider stakeholders, in the area of Holborn, St Giles and Bloomsbury.

The BID renewal programme commenced with a 4 month consultation period in May 2009, which was aimed at understanding better the business community's view to the performance of inholborn and the appetite for extending its boundaries; to represent a district between the West End and City of London. The work incorporated an extensive programme of communication which included one to one meetings, district presentations, open events and telephone interviews.

- Communication was made to all businesses in both the current and expansion area
- Each business was sent a copy of the consultation document (544 in total)
- 3000 consultation documents were circulated for comment in total
- All businesses were given the opportunity to meet a member of the inholborn team
- 203 meetings were held with current businesses and those in the expansion area
- A survey of 119 retailers was undertaken
- All businesses were invited to presentations on the proposal
- 3 open events were held to seek the input of the general Holborn community
- 3 foyer events were held to seek the input of Holborn employees
- Communication was made with major property owners
- Camden Council leadership, local councillors and relevant officers were consulted
- Progress was communicated on newsletters, quarterly updates and the web

Consultation confirmed that almost without exception, businesses agreed on the issues that required attention. Existing members sited recycling and procurement as important added value programmes in driving down business costs and agreed an expansion would add value in the areas of identity, influence, economies of scale and retail mix. Of those interviewed in the expansion zone there was strong support for a representative business led initiative to help improve the wellbeing of the area and the business community which operated there.

The consultation outcome was as follows:

Number of consultation documents circulated	Number of voter meetings	Number of stakeholder owner / meetings	Support for BID	Support for expansion	Support for Midtown
544 to business voters	203	32	Green 83% Amber 16% Red 1%	Green 84% Amber 15% Red 1%	Green 64% Amber 23% Red 6% Don't know 7%
Over 3000 in total					

The inholborn Board, following a review of the consultation outcome, agreed to seek inholborn's renewal in February 2010 as an enlarged organisation embracing the larger geographical footprint outlined in the consultation document. To create a larger 'midtown' focused organisation encompassing the strong identities of Holborn, Bloomsbury and St Giles.

All businesses in the area were invited to take part in the BID renewal process and make their views known. The opportunity for taking a more formal role in shaping the development of the organisation into 2010 and beyond was communicated.

On 1 November 2009, inholborn launched its business plan 2010-15. During the 14 week period to the 1 February 2010 the organisation met with over 200 businesses of which over 80 percent communicated their support for an extended mandate of 5 years. During the ballot campaign period communication incorporated:

- The delivery of business plans to all businesses embraced within the initiative
- Direct contact with all businesses regarding the ballot campaign
- The offer of one to one meetings with all constituents
- Over 200 one to one business meetings
- 3 District presentations
- External communication via banners and press coverage
- Updates in the quarterly review, newsletter and website
- Statutory communication undertaken by Camden including the notice of ballot, voter nomination request and circulation of the ballot papers themselves

On 1 March 2010 Camden Council formally announced the BID ballot has been successful. The proposal for renewing the inholborn mandate for a further 5 years was agreed by a majority of the business community. Specifically 86% of businesses voted in favour of the renewal which represented 90% of rateable value – the dual threshold for success being 51%. The ballot turnout was 46%.

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