

MOSAIC

THE MOSAIC PARTNERSHIP
PEOPLE TRANSFORMING PLACES

AIDC

Torbay Tourism & Retail (TTRB)

Business Improvement District

About The Mosaic Partnership



Advised over 100 Locations on Place Management from Chicago to Chippenham

65 BIDs Developed in UK including the the only 3 Tourism BID.

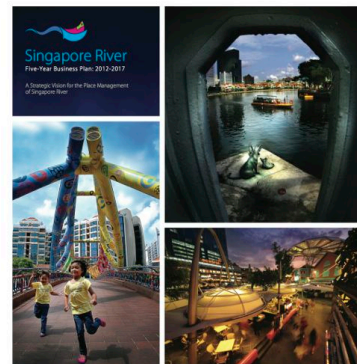
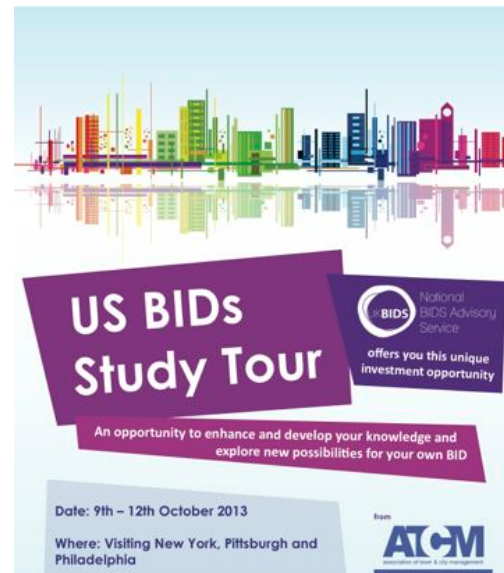
Have Never Had a NO Vote for a BID

Part of the UK National BIDs Pilot

Set Up Place Management & Authored Singaporean BID Legislation

Extensive Knowledge of Europe & US

Visioning, Strategy and Place Branding



What is a BID?

An arrangement whereby **business** get together, decide what **additional improvements** they want to make, how they are going to **manage** and **deliver** those improvements and what it will **cost** them. This all goes into a **business plan** which is **voted** on by all those who would have to **pay**. The BID can last for a maximum of **5 years** and must be able to demonstrate how it has **benefited** businesses who have funded it.

Current UK Position

- 240 Successful BID Ballots
- 41 Unsuccessful Ballots
- 9 out of 10 reballots
- 46% Turnout
- 74% vote in favour
- 100,000+ businesses
- £300m investment
- 20% additional income



Is TBID & BID Legislation Different?

- Exactly the Same Legislation as BIDs
 - The BID Area
 - Defining the Levy Payer
 - Setting the Levy



The Mosaic BID Development Programme

FOUNDATION PHASE

Partnership Review
Develop Database & Information System
Feasibility Study

- Financial Analysis
- Consultation & Issues
- Regulations Guide

Resources & Costs

DEVELOPMENT PHASE

Project Support
Detailed Market Research/Consultation
Baseline Agreements
Operating Agreement
Staff & Board
Organisational Model
Voluntary Contributions
Financial Projections
Business Plan

CAMPAIGN PHASE

Ballot Arrangements
Marketing & Communications Campaign
Tracking/Polling/Response
Establishment Support

TOURISM BIDS (AND RETAIL ETC)

Location	BID Budget (5 Year Total)	No of Total Businesses	'Tourism' Businesses & Exemptions	Ballot Result
Bournemouth Coastal BID	£3.2m	2073	774	73% by Num 73% by RV
Dartmouth BID	£1m	883	743	63% by Num 77% by RV
Greater Yarmouth BID	£4m	4468	1464	70% by Num 90% by RV
Torbay	£5m - £7.5m	5037	3331	n/a

BID Benefits

- **Business Performance Up**
- **Business Costs Driven Down**
- **Capital Value of Assets**
- Business Control & Accountability
- Proper Business Planning
- Achievable Projects
- Realistic Funds
- Maximum Value from Existing Services
- Additional Funding
- No Freeloading

BID Benefits

"a great place to purchase property"
The Independent and The Guardian - 2007

Christmas retail sales index up by 3%
Radio adverts every single day on 96.9 Culture FM
Regular press campaigns

7 new independent outlets opened this year

Bluecaps deal with 7,000 enquiries a month

all crime down in Bedford BID area 6%

Shop theft down again, by 25%
4 dedicated BID area Police Community Support Officers

Website receives 200 hits per day!

Bedford has seen an increase of 5% in town centre footfall since the BID began

Summer 'IT Card' Bus promotion with Stagecoach increased usage by 25%

Park and ride has doubled in usage (year on year)

BID Benefits

Business Name: Planet Clothing

BID Levy Payments 2010

			TOTALS
12-13 The Arcade		£450.00	£450.00
TOTAL VALUE OF BID LEVY PAYMENT			£450.00



Products/Services Provided 2010

Product/Service	Number		TOTALS
Radiolink Scheme		£100.00	£100.00
Exclusion Scheme		£150.00	£150.00
Childsafe		£50.00	£50.00
Extra Policing		£38.00	£38.00
Website		£250.00	£250.00
Drivetime (Radio Adverts)		£200.00	£200.00
Free Car Parking (Christmas)		£188.00	£188.00
Free Park & Ride (Christmas)		£20.00	£20.00
In Bedford (Feature)		£350.00	£350.00
Centre Events/Promotions		£170.00	£170.00
Bedford Town Centre Vouchers Redeemed	£750.00	£750.00	£750.00
Business Visit	93	@ £5.00	£465.00
TOTALS			£2729.00

Management Charge (16%)

£436.64

TOTAL VALUE OF SERVICES PROVIDED

£3,165.64

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TTRB – Current Thinking

STUDY AREA SCENARIOS

Scenario	Size	Total RV	1.5% levy (pa)
Torbay (All)	5037	£98m	£1.47m
Torbay (Tourism Only)	3331	£68m	£1m
Torquay BID	615 (480)	£16.5 (£15m)	£247,500
Paignton BID	500 (380)	£8m (£7.1m)	£120,000
Babbacombe BID	300 (230)	£3.5m (£3.2m)	£53,000
Brixham BID	350 (250)	£3.5m £(3m)	£53,000

Current Thinking

- Tourism & Retail Only BID Most Likely
- One Overall Management Entity with Separate BIDs/Organisations Below.
- Relationship between TTRB & BIDs Contractual
- £1m BID Levy (£600K Central, £400K Area Specific)
- Cost Efficiencies
- Ability to Raise Additional Income
- Competitive
- Impact
- Ability to Grow

Tourism & Retail Only

Sectors In	Sectors Out
Advertising	
Car Parking	
Communications	Ambulance Station
Energy	Cemeteries
Entertainment & Leisure	Community Centres
Food & Drink	Education
Holiday Accommodation (Caravan Park)	Factories
Holiday Accommodation (Chalet Park)	Fire Station
Holiday Accommodation (Guest House)	Health & Medical
Holiday Accommodation (Self Catering)	Office/Commercial
Hotel	Schools
Marine	Storage
Public Convenience	Workshop
Public House	Warehouse
Retail	
Transport	

Potential Delivery Model

'TTRB'

Elected, Senior Officers, Chairs & Vice Chairs of BIDs, Key Stakeholders, Voluntary Contributors

Strategy Finance Office Central Procurement
 Relationship Management Brand Management
 Governance & Management

£1m pa Budget
 (£600K Central, £400K Area Specific)

Torquay BID £200K	Paignton BID £100K	Babbacombe BID £50K	Brixham BID £50K
Business Engagement Project Delivery	Market Research Performance Measurement	Project Development BiD Boards	

THE FUTURE

- Beyond BIDs
 - Property-Owner, Creative and Parking BIDs
- Tax Increment Financing
- Real Estate Investment Trusts
- Asset Management
- Crowdfunding

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THANK YOU!

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