

Acton

Business Improvement District



Introduction to BIDs &
Exploring the Vision for Acton



REV & VE
THR & VE

What is a BID?



A defined area where the local businesses

Working together on PROJECTS and SERVICES

Every business gets a chance to vote

Businesses pay according to their Rateable Value (RV)



WELCOME
to
ACTON
TOWN CENTRE

REV & VE
THR & VE

Why is a BID important?

- Democratically elected voice for LOCAL business
- Declining investment from Public & Private Sectors
- Declining footfall leading to decline in standards and variety
- Businesses can take matters into their own hands



What can a BID do?

Change the area for the better by:

- Promoting Acton both locally and further afield
- Making it easier to get here and get around
- Making businesses and visitors feel better about Acton
- Helping businesses to improve individually and collectively
- Doing more than the public sector can afford to



What are the Benefits?

- It is an investment, not a tax
- A better, safer, cleaner trading environment
- More footfall, more sales, more money
- Influence Public Sector services



How could you spend the BID income?

- Marketing & Promotion – Place and Digital
- Town Pride
- Business Investment
- Vibrant Markets
- A well-managed town
- Events
- What else?



How will it work?

- Talk to businesses
- Write a proposal
- Businesses vote on it
- The BID lasts for 5 years
- Run by a new, not-for-profit company
- Accountable to its members



What happens next?

- Consultations
- Business meetings
- Surveys
- Business planning
- Timetable for 2017/18



How can I find out more?

- **Get involved** – come to meetings
- **Talk to us** – contact details on next slide
- **Talk to others** – see what businesses in other BID areas think and talk to your neighbours
- **Research** – www.britishbids.info



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Any Questions?

