

Wellington Business Improvement District Programme Review

Opportunities for Improvement

Council Commitment

- Establish a clear role & strengthen the recognition of BIDs within Council
- Improve the understanding of partnership with BIDs within Council, based on current MoU.
- Strengthen BID establishment over first 3 years via more comprehensive support for new BIDs
- Dedicated representation of WCC on BID Executives or at BID Executive meetings
- Development of centralised communications, resources & training.

Centralised Communications & Resource Development

- Facilitation of BID Chairs Forum
- Publication of a quarterly BID Bulletin
- Facilitation of regular networking events
- Hosting of annual BID Summit
- Development of best practice toolkit - Guidelines, Templates, Case studies
- Provision of data cube info sets.

Training

BID Programme Induction for new BID representatives, undertaken within the Council environment, focused on promoting the BID/Council partnership.

Tailored governance and management training specific to BID needs available annually for new executive committee representatives and BID management.

New BID development

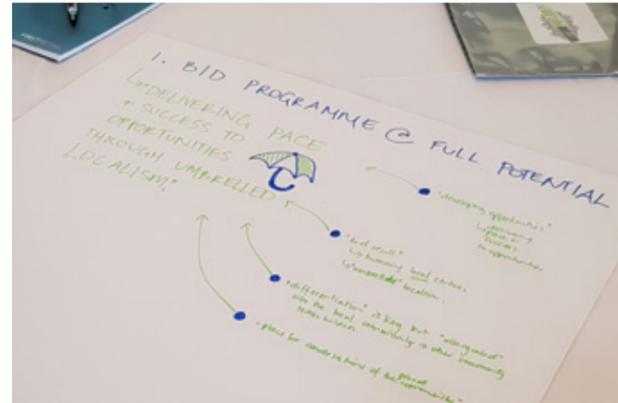
Shortlist and support BID development in three to four priority centres.

Alignment of strategic planning activities

Align BID strategic planning efforts to encourage differentiation and collaboration for the good of Wellington City.

Financing of new BIDs

Implement pre-poll commitment mechanism that enables the release of funding on successful poll outcome so that BID activities can begin immediately.



CBD Opportunity

Address Downtown Levy legacy and its impact on potential CBD BID development through innovative structured engagement with broader CBD community.

Policy Refresh Recommendations

Policy updated to:

- Reiterate commitment to true partnership between BID programme and Council by reinforcing the current MoU with BIDs
- Reflect BID representatives commitment to inter-BID collaboration for the benefit of Wellington City e.g. regular meeting of Chairs, BID Forum
- Specify requirements for alignment of strategic planning effort - currently outlined in MoU
- Adjust rating section to clearly and consistently explain the rating mechanism
- Encourage deeper engagement of BID membership and the wider community through associate membership
- Provide mechanism that enables release of BID money on successful poll outcome.



Our Vision

- Integrated network of business communities across Wellington City, with the CBD at its heart, strongly aligned with regional resilience, events and local economic development initiatives
- Leveraging the real influence, knowledge and unique value contained within each business community
- Underpinned by a true partnership with Wellington City Council in co-creating outcomes for the good of Wellington City
- Guided by a modern flexible BID policy encouraging best practice performance and broader engagement between business and residential communities
- Well resourced through innovative approaches to funding
- Recognised as an international standard in New Urban Economic Movements

Background

The Wellington City Business Improvement District (BID) Review was carried out through June and July 2017. With the programme approaching four years old, timing was right to take stock of how the programme is tracking and what could be done to improve it.

Engagement included seventeen individual interviews with representatives of the BID programme, regional stakeholders, national experts and international experts. An inaugural Regional BID Summit was held attended by over 40 people and which featured international expert Dr Julie Grail.

This document sums up the highlights of the review.

Context

Local Economic Development (LED) is the process of local stakeholders (public, private and other sectors) working together to create the conditions for economic growth to occur. BID's are an internationally recognised LED model.

Latest thinking in local economic development is a move away from monocentric investment, focusing on CBD's and their connectedness to the global economy, to polycentric investment, that is redistributing wealth to create stronger suburban centres. Referred to as a **New Urban Economic Movement**, BIDs are well placed to support this new way of thinking. (Neil McInroy, Centre for Local Economic Studies UK)

Recommendations

1. Dedicated BID support role(s) is established within Wellington City Council that ensures early engagement with BID on Councils activities relevant to them
2. The BID policy is updated to align with adopted BID review outcomes
3. Internal Council engagement is undertaken to grow awareness of the significance of BIDs, their role in economic resilience and the partnership they have with Council as per the existing MOU that Council has with them
4. Collaborate with Wellington BIDs, the Auckland BID Community and UK BIDs to design and create a centralised BID toolkit for use by all collaborators
5. Undertake engagement with the CBD community regarding the potential for a CBD BID and constraints as result of the Downtown Levy
6. Council to oversee the publication of a quarterly BID bulletin to be sent to BID community and other interested parties
7. Identify two priority centres for new BID development - Thorndon Quay, Newtown
8. Stage a second Wellington BID Summit in 2018 and look drawing in a national audience
9. Further consider WREDA's role in Wellington BID community in 2019 with the view of growing the Wellington regional BID community.

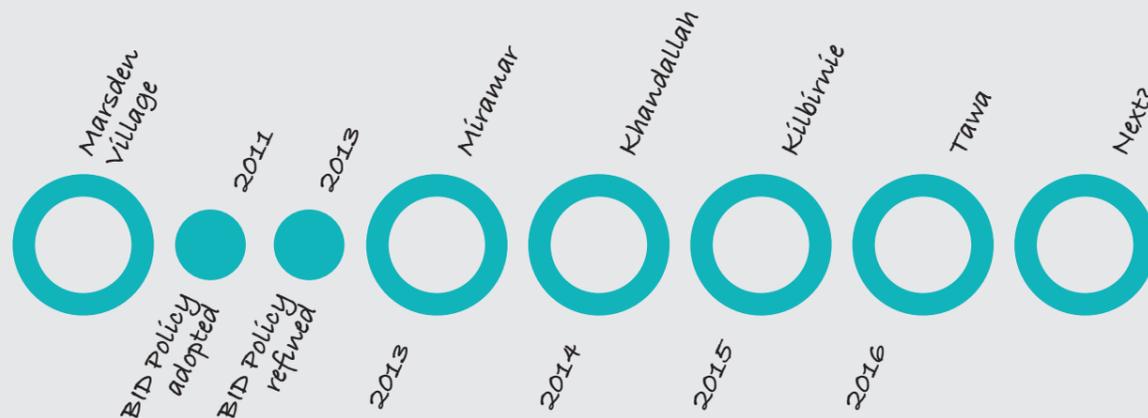
Why do we have BIDs?

- Disparate ownership and needs
- Competition to the high street heightened
- Public sector resources decreasing
- Customer expectations higher
- Culture of partnership/collaboration

How do BIDs make a difference?

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

History of Wellington BID's



Review Insights

Programme size

- Wellington has 4 BIDs compared to Auckland's 48 and London's 56.

Policy differences

- The UK BID programme is an example of strong commitment by the public sector to invest in its BID programme. Commencing in 2003, the Government of the day provided a £4.5m BID development fund which was used to create strong centralised resources and support. There are now emerging examples of government contracting regulatory services to BIDs such as Kingston BID.
- Auckland BID polls must have at least 25% of voting forms must be returned with 51% of voters in favour. Property owners are in. There is no dual key measure. There is a minimum rates take of \$120,000*
- Wellington BID polls must have at least 25% voting forms must be returned with 51% of voters in favour. Property owners are in. There is dual key measurement. There is no minimum rates take. ***

UK Commitment

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Current Challenges



Review observations

Programme structure

The BID programme structure is sound reflecting a combination of the strengths of the UK programme and the strengths of the New Zealand programme.

Capacity for growth

Currently Wellington City has 4 BIDs and Auckland has 48. Business demographics for Wellington City reflect a total of 26,400 businesses. To highlight capacity for growth in Wellington City, a crude calculation shows the ratio of businesses to BIDs in Wellington City as 6,600 businesses per BID. The same calculation in Auckland equates to a ratio of 3,900 businesses per BID. This suggests that strengthening the Wellington BID programme to be comparable with Auckland would require a further three to four new Wellington BIDs.

Public sector commitment

The UK story reflects the value a resourced approach to BID programme development can bring with over 270 BIDs created in 14 years. The programme is now well placed to play a significant role in the UK's Public Sector Transformation currently underway.

Ample scope for increasing investment into the Wellington BID programme exists on two fronts; Increasing the size of the BID community to give it more teeth; improving the support and understanding within the public sector of the partnership potential of the BID programme.

Inter BID collaboration

From sharing resources and best practice, to aligning strategies and strengthening cross city networking, Wellington is well placed with the right support to improve its inter BID collaboration.

***<http://wellington.govt.nz/-/media/your-council/plans-policies-and-bylaws/plans-and-policies/a-to-z/bidpolicy/bidpolicy.pdf?la=en>

*<http://www.aucklandcouncil.govt.nz/EN/AboutCouncil/businessandconomy/Documents/bidpolicy2016policyoperatingstandardsfinal.pdf>

**<file:///C:/Users/Fiona/Downloads/London-BIDs-handbook-GLA-web.pdf>