



DEVELOPMENT OF A BID

Central Management Solutions

About us

Central Management Solutions (CMS)
is a specialist management and
consultancy company for urban centres
with particular expertise in Business
Improvement Districts (BIDs).

OVER
300+
BIDS IN 2017

TOTAL BID FUNDING
£131,219,057

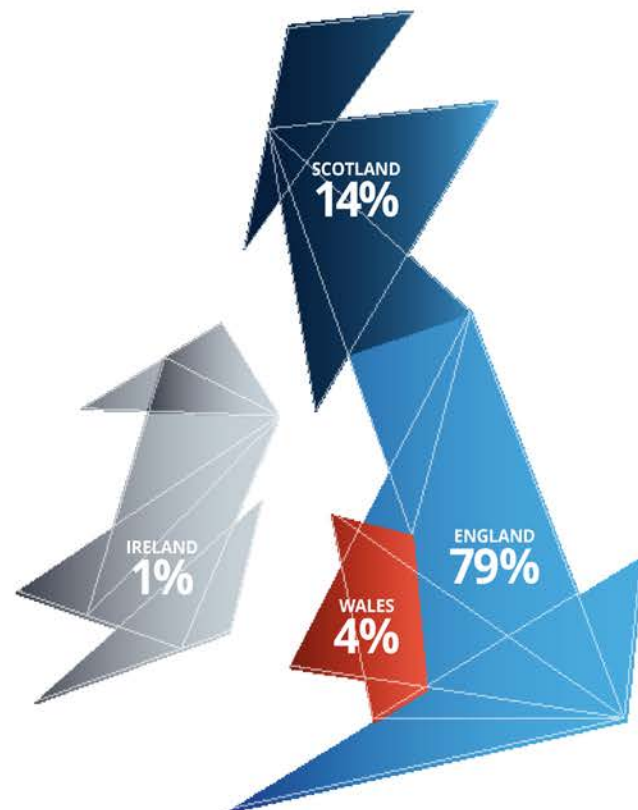
LEVY RATES MOSTLY
1% - 2%
OF RATEABLE VALUE (RV)

TOTAL HEREDITAMENTS CIRCA
106,262

OVERALL BALLOT
SUCCESS =
93%

AVERAGE TURNOUT
47%

BID BOARD MEMBERS
1,271



Why a BID?





TM

IPSWICH
CENTRAL





BIDs are about place

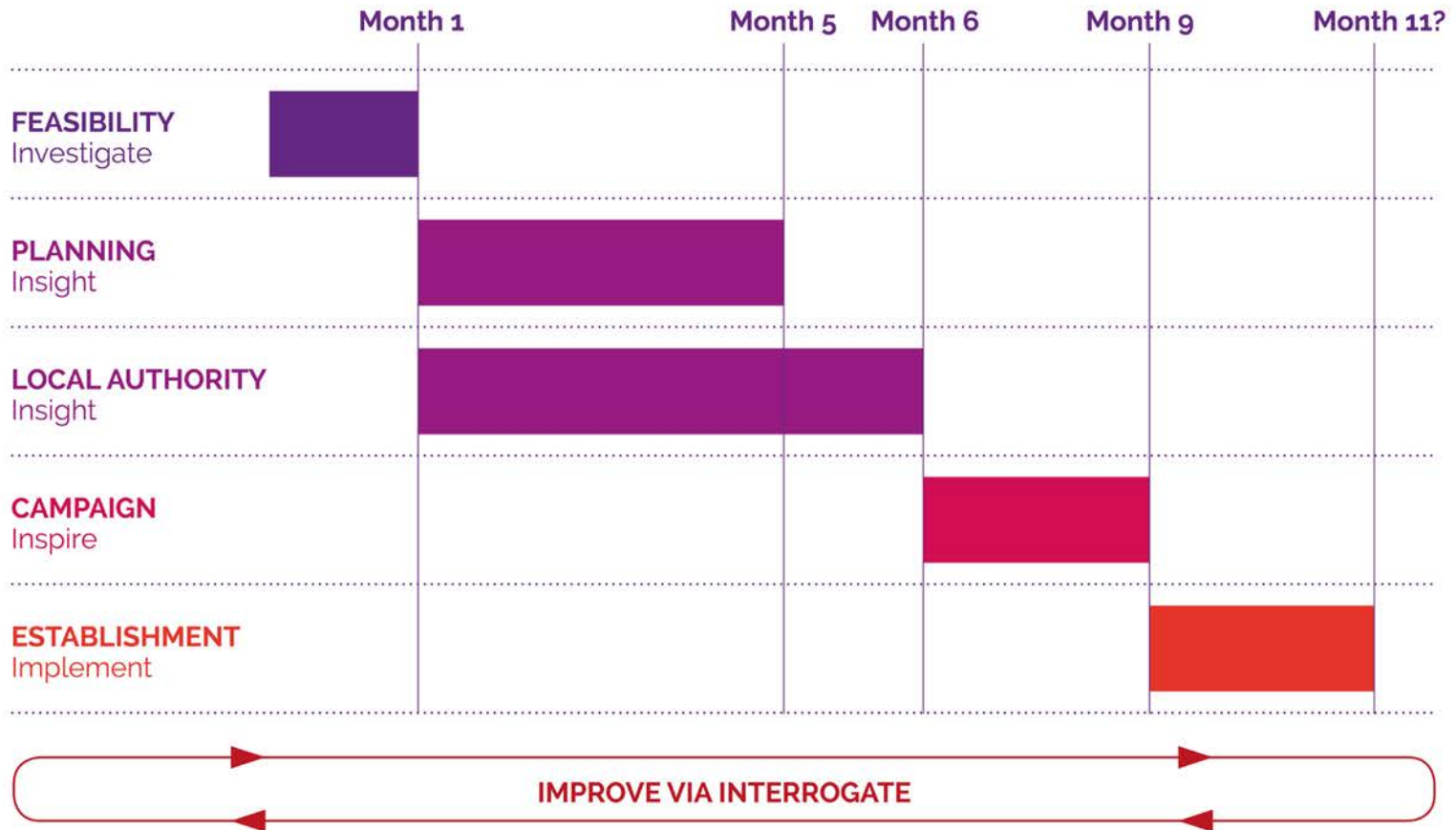
**Your BID is
about your place**

The Five Stages

FEASIBILITY	PLANNING & LOCAL AUTHORITY	CAMPAIGN	ESTABLISHMENT	
Investigate	Insight	Inspire	Implement	Interrogate
Building the picture by gathering knowledge	Detailed planning and research using results to determine the strategy	Stimulating interest, enthusing and encouraging participation	Turning ideas into realities	Establishing a culture of constantly measuring, reviewing and improving throughout the term of the BID
<ul style="list-style-type: none"> • Establish the need • Situational analysis • Competitor/SWOT analysis • Assess business interest and insight • Gauge public and private sector support • Crude viability test • Financial assessments, including development costs • Assessing capacity locally • Raising awareness • Communications 	<ul style="list-style-type: none"> • Develop the purpose, proposition and vision • Primary research (various methods) at local level • Consultation (including head offices) • Communications • Operating agreement • Baseline agreement(s) • Service level agreement(s) • Ballot processes • Voter database and CRM • Contingencies for failure • Proposal and rules • Financial modelling • 'Go-ahead' moment 	<ul style="list-style-type: none"> • Visual identity • Business Plan • Communications strategy and collateral • Campaign launch • Monitoring the ballot • Winning the ballot 	<ul style="list-style-type: none"> • Delivery plan and budget (Year 1) • Governance arrangements • Contract procurement • Staffing and HR • Handling objections • Financial controls 	<ul style="list-style-type: none"> • Establishing a culture of improvement • Setting performance measures • Annual review process • Independent review(s) • Billing processes • Levy payer communications, including billing leaflet

Improve via interrogate

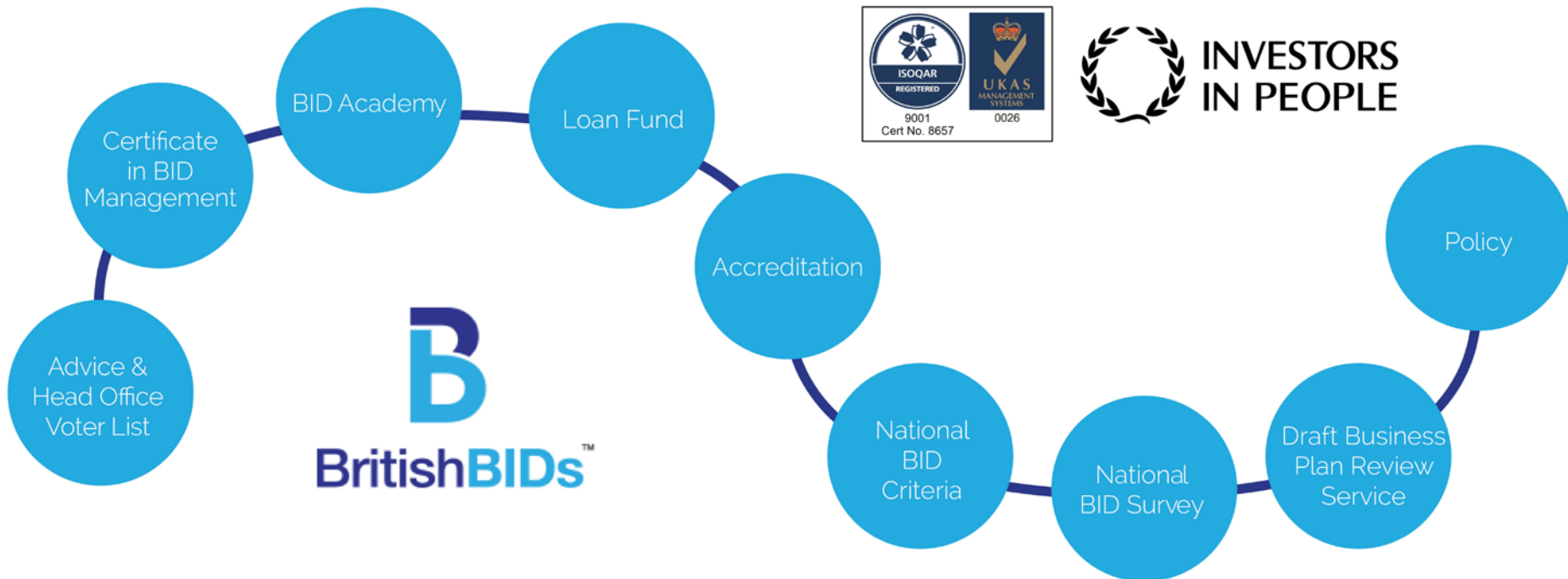
Indicative Timeline



Quality and Innovation



INVESTORS
IN PEOPLE



Over 31,500 employees in 700 offices in
more than 60 countries

savills

NORTH
AMERICA

727 Employees
29 Offices
£193m Revenue
(15% of Total)

UNITED
KINGDOM

4,931 Employees
129 Offices
£560m Revenue
(44% of Total)

EUROPE

1,045 Employees
34 Offices
£130m Revenue
(10% of Total)

ASIA
PACIFIC

25,111 Employees
67 Offices
£401m Revenue
(31% of Total)



Thank you
for your time

Any Questions