

Harrow BID: Renewal Ballot

Summary of Consultation

Background

The Harrow BID is currently in its second term, which operates until 31st March 2024 and therefore requires a renewal ballot to continue its mandate into a third term. The proposed new mandate has been given the go ahead by the Harrow BID board to take place in November/December 2023.

Harrow BID has an excellent track record of delivery since its establishment in 2012, is highly visible and has a good business mandate. It also has a strong focus on business engagement throughout its work programme. Regular communication is undertaken with its members; keeping membership updated as to the work of the organisation, events and activities in Harrow Town Centre, opportunities and threats. The BID offers regular networking meetings for members called 'Meet the Team', as well as Summer and Christmas informal gatherings.

Member Engagement (April - August 2023)

A business consultation programme during the summer of 2023 has helped understand the appetite for a renewal of the current BID mandate and identify priorities and themes moving forward which appear in the BID renewal business plan.

- All BID members were given the opportunity to meet April – August 2023, a total of 186 businesses;
- 93% of businesses were engaged with face to face.
- A business survey was circulated to all BID constituents to understand member views;
- Consultation visits/survey have been undertaken with 70 businesses – 38% of the constituency;
- Of the 70 businesses who completed the survey 46 rated the BID 10 out of 10 for 'quality of service provided' with a total average rating of 9.2. Only 3 businesses during this round of engagement communicated a level of negativity towards the BID by giving a score of 5 or less;
- All businesses (*where email information is held*) invited to Harrow BID Meet the Team networking events;
- All businesses (*where email information is held*) receive regular Harrow BID e-communications;

Business feedback

The business engagement undertaken and survey provided the following feedback, helping to guide the next 5-year Business Plan.

- Increase the level of footfall within the town;
- Reduce the level of crime and anti-social behaviour, particularly begging;
- Provide a collective voice and represent the business community on matters that count;
- Greening and pop-up parks were well received and more requested;

Ballot (September to December 2023)

Presentation of the final Business Plan

- All business in the ballot asked to verify their decision maker in a LB Harrow led voter verification process;
- Electronic version of business plan sent to voters where email address is known;
- Invitation to discuss business plan given to 96% of businesses taking part in the renewal ballot;
- Business community invited to Meet the Team events, BID company AGM and other networking events;
- Hard copy of business plan distributed to 96% of voters. Posted to landlords for vacant properties if landlord details are known.
- One-to-one meetings offered to all voters;
- 4 member surgeries held to provide a 'walk-in' opportunity for businesses to speak to the BID Manager;
- Notice of Ballot sent to finalised voter list confirmed by LB Harrow.

The Harrow BID ballot commences on 15 November 2023

