Place Management

Ros Morgan, Chief Executive
Kingstonfirst

Roy Thompson, Director of Place,
Royal Borough of Kingston Upon Thames
Little known BIG facts about Kingston
Key Issues facing the Industry

- Place Management
- Policy & Economic Climate
- Portas Revolution
- Governance Evolution
Place Management

- 1980s – early partnerships
- 1990s – town centre management
- 2000s – Business Improvement Districts
- 2010s – commercial approach to collaboration?
Business Improvement Districts

• Defined geographical area
• Business led
  • Identify the issues to be tackled
  • Manage the improvements
• Services in addition to those provided by the Local Authority
• Businesses balloted
  • Simple majority required
  • By rateable value and number of businesses
• BID levy mandatory for all businesses in the area
• Ring-fenced funds
1996 – Informal partnership

2005 – 2009 – BID 1

2010 – 2015 – BID 2
  - Covers Town Centre area
  - 700+ Levy paying businesses
  - 1.03% Levy
  - £4.5m investment over 5yr term
  - Matched by additional in-kind and in-cash contributions

2016 – 2021 – BID 3
Policy & Economic Climate

- Localism agenda
- Neighbourhood planning
- Challenging economic conditions especially on the high street
- Future of retailing – multi-channel is the way forward. FACT.
Portas Revolution?

- The Portas Review Recommendations in a nutshell.....
  - Care for our high street community
  - Town teams
  - National Market Day
  - Local authority initiatives to support business and viability
  - Landlord focus to manage empty units

- Review of use classes
- Advancement of BIDs
Governance Evolution

• Changing face of place management through BIDs
  • 131 BIDs around the UK
  • 43 successfully renewed

• Commercial approach to managing places

• Collective appreciation and voice for a location

• Economies of scale through collaboration

• Broader church brings better understanding....
What has *kingston first* achieved?
• Partnerships
• Kingston Action Plan
• Kingston Futures