

A CASE STUDY

WORTHING BID BALLOT 2007



Membership
Engagement
Services



|| Background

The Worthing Town Centre Initiative was formed in 1993 to aid the development and enhancement of Worthing town centre. In November 2005, in response to positive feedback from local businesses, the Worthing TCI began preparing for the 2007 Worthing Town Centre Business Improvement District ballot.

The TCI appointed Electoral Reform Services (ERS), the leading provider of independent electoral and ballot project management in the UK, to administrate the voting. ERS has worked with Business Improvement Districts since the introduction of the BID legislation in 2004.

For support with its campaign and communications strategy, Worthing TCI chose ERS' specialist subsidiary company Membership Engagement Services. MES' tailored communication strategy was most effective in engaging potential voters and fitted seamlessly into the timetable and activities of ERS' balloting service - the result was a well run, integrated and successful BID campaign.

|| MES' Strategy

MES' strategy involved the design and production of a short questionnaire and promotional materials (yellow t-shirts with Worthing BID logo and slogan and drop cards), together with a three-staged targeted street campaign.

Example of promotional materials:



Over £1 million investment over five years on additional services that will increase footfall and trade, reduce retail theft and crime and deliver the initiatives that businesses have told us they would like to achieve:

- A cleaner and well maintained town centre
- A safe and welcoming town centre
- A vibrant and well marketed town centre

Funded by a nominal 1% levy on business rates.
Operating for an initial 5 year period

BACK THE BID!

For more information call 01903 203252
or visit www.worthingbid.co.uk

|| The campaign

Stage 1

A visit to each eligible business to raise awareness, gauge voter understanding and update voter details. Information is relayed back to Worthing TCI management which tailors subsequent communication to address any knowledge gaps. Stage 1 is completed by a 'mop-up' telephone campaign targeting harder-to-reach businesses.

Stage 2

A 2 day follow-up campaign to remind businesses about the BID, ensure that ballot papers have been received and advise on how to request replacement ballot papers. Knowledge-gaps are also captured and drop cards showing a summary of the BID with voting date information are left with the businesses.

Stage 3

A last reminder to businesses that they only have a few days left to vote, encouraging businesses to exercise their voting rights.



|| Client opinion

"It was a pleasure to work with MES on the BID project for Worthing. MES had an understanding of Business Improvement Districts and this really helped when working together on the communication strategy for the Worthing BID. The briefing and management of the campaign was managed by MES which enabled the Town Centre Initiative to focus on other aspects of the BID, including the Head Office communications, collateral and business and financial planning. I would recommend using MES to manage the communications strategy for any potential BID as they were not only professional but also offered great value for money."

Sharon Clarke - Worthing Town Centre Manager

|| Results

On 6th July, 2007 it was declared that the proposal to establish a Business Improvement District in Worthing Town Centre had been **approved**. Subsequently, the Worthing TCI appointed MES to co-ordinate further research work for the Town Centre Initiative and the Tourist Information Office.

|| Further information

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