



<b>Company / Organisation Name:</b>	Manchester Metropolitan University
<b>Team / Department:</b>	Institute of Place Management
<b>Address:</b>	All Saints, Manchester M15 6BH

**Provisional title for project:**

Evaluating the economic impact of Business Improvement Districts (BIDs)

**Short description of the problem that would be addressed by the project:**

Business Improvement Districts (BIDs) are partnership-based organisations that operate in a delineated spatial remit with the purpose to improve the attractiveness of an area via an array of activities. BIDs have become an important part of the formal infrastructure of place management in the UK (Grail et al., 2020), as a mechanism of business representation within town centres. Whereas it is argued that BIDs have the ability to become effective place management organisations that benefit their levy payers and the wider community, there has not been a comprehensive investigation of their economic impact on the ground. We are looking to evaluate BIDs' economic impact on the ground and compare this to areas whereby no BID representation is in place. We feel that such impact can be potentially assessed in terms of footfall, vacancy, property rents, rateable value, Gross Value Added (GVA), employment, conversion of commercial to residential, Diversity, Points of Interest, amenities, etc. The study aims to address the lack of objective, quantitative testing of the research question "Do BIDs make better places?" The study will also aim to investigate the potential relationship between BID levy and impact, taking into account the geo-economic context of the BID (size, location, number of hereditaments, BID income, cumulative BID presence on the high street, etc). We envision that such a study will provide a baseline to assess UK BID performance in a comprehensive manner.

**Short description of the data sources that would be used in the project, and how they would be used**

Valuation Office Agency (VOA) Database – hereditaments, rateable value, sector, floorspace  
 GVA Database  
 Land Use Change Statistics to assess the change from commercial to residential or other uses  
 Footfall Data from Springboard to assess changes in footfall patterns in BID areas  
 Vacancy Rates Data from Local Data Company – (LDC)

**Would any work by the student need to be carried out on site at the Company (with the exception of supervisory Meetings)?**

Most work can be done remotely, with the possible exception of accessing footfall data from Springboard (IPM will pay for expenses if on site work needs to take place) and Local Data Company (data safeguarded at Consumer Data Research Centre (CRDC))

**Any issues of data confidentiality and IPR that would need to be resolved**

The Springboard Footfall data set is licensed and confidential, provided to IPM via partnership agreement

**Essential skills**

Quantitative analysis, R, Python, Data processing and Visualisation

**Desirable skills**

Presentation Skills, QGIS

**Preferred degree programmes (if any)**

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**Preferred selection method**

Online Interview

**Support and training offered by the company**

Join the IPM team, Monday.com project management system, associate membership of IPM so student can attend events/webinars etc to get contextual knowledge

**Financial assistance offered by the company**

The organisation will pay the honorarium (£500) and travel costs involved in the research and supervision process

**Any other comments**

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If there are any questions about the 2023 programme, please contact Richard Arnold at [richard.arnold@ucl.ac.uk](mailto:richard.arnold@ucl.ac.uk)