



# IMPROVING DISTRICTS TOGETHER

*From project idea towards application in Priority 4  
Leeuwarden, 21<sup>st</sup> of January 2009  
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# IMPROVING DISTRICTS TOGETHER



What is our problem?

Development of public space is not always successful over time



PROJEKTOWANIE I WYKONANIE  
INŻYNIERIA I ARCHITEKTURA

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## What is our problem?

Development of public space is not always successful over time

## How could this happen?

- ▶ Lack of money (public and private)
- ▶ Lack of identification
- ▶ No level-playing field (chain-stores vs. small retailers)

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## What is the solution?

An public-private partnership to improve the district (a **BID**)

### Definition:

A business improvement district (BID) is a public-private partnership (PPP) in which businesses in a defined area elect to pay an additional tax in order to fund improvements to the district's public realm and trading environment.



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## Why aren't there BID's everywhere?

- ▶ Legal framework
- ▶ Economic dynamics
- ▶ Geography matters

## What's the project about?

- ▶ Use PPP in BID-form to invest in sustainable, attractive (viable) and competitive areas
- ▶ Involvement of everybody in a district to create an win-win situation

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## Why need other partners?

- ▶ Different starting points, same wishes
- ▶ Complementary experience
- ▶ Trapped in own little box
- ▶ Building the best BID's in Europe



## What's the project going to deliver?

- ▶ Develop and implement pilot actions which are new approaches to service delivery
- ▶ News forms of self-government
- ▶ An developed, tested and evaluated IDT-concept applicable throughout the NSR
- ▶ Change the EU-way of thinking on and funding off the development of public spaces



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## Who's in the project?

- ▶ Highland County Council (UK) – LEAD BENEFICIAIRY
- ▶ Inverness City Council (UK)
- ▶ Clackmannshire County Council (UK)
- ▶ Aberdeen City Council (UK)
- ▶ Leeds City Council (UK)
- ▶ BSU Hamburg (GER)
- ▶ City of Wolfsburg (GER)
- ▶ City of Göteborg (SE)
- ▶ Chalmers University (SE) – Academic Check
- ▶ City of Groningen (NL)
- ▶ University Ghent (BE) – Academic Check
- ▶ West Flanders Intermunicipal Association (BE)
- ▶ **Strong support from (local) business associations and national Ministries**

What is your budget?  
± € 4 Million