**Huntingdon First : Renewal Ballot**

**Summary of Engagement**

**Background**

The Huntingdon First has operated as a Business Improvement District since 2012 and is currently in its second term, which operates until 30th September 2022 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 Huntingdon First Board to take place in August/September 2022. The Huntingdon First BID has an excellent track record of delivery since its establishment in 2012, is highly visible and has a good business mandate achieving an 85% yes vote in 2017.

The Huntingdon First has had a strong programme of business engagement throughout its work programme. Regular communication is undertaken with 100% of its members - keeping its membership updated as to the work of the organisation, events and activities in Huntingdon, opportunities and threats. The organisation manages a successful and well-attended business networking programme.

**Member Engagement (2021-22)**

2021/22 has clearly been dramatically influenced by the COVID-19 pandemic. However, over the period Huntingdon First has sought to and succeeded in maintaining an engagement with its members.

An occupier consultation programme during the period 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 during 2021, a total of 238 business occupiers.
* All members have been invited to Huntingdon First business-to-business networking events;
* All members receive Huntingdon First e-communications;
* 100% of members have been asked to advise of their key contact;
* One-to-one meetings have been undertaken with over 95% of the constituency.
* A majority of occupiers met have demonstrated positivity towards the BID and all members have had the opportunity to meet to discuss the business priorities.

**Ballot Campaign (2022)**

Presentation of the renewal Business Plan.

* An invitation to discuss the business plan has been given to 100% of businesses taking part in renewal ballot;
* An electronic version of business plan has been sent to all BID members and any new businesses in the ballot;
* A printed version of the business plan has been distributed to all BID members and any new businesses in the ballot;
* All businesses in the ballot have been asked to verify their decision maker in a Council led voter verification (canvass) process;
* Members will be invited to business-to-business and other networking events;
* The Notice of Ballot has been sent to the finalised voter list confirmed by the Council.

**The Huntingdon First renewal BID ballot commences August 2022**