

Guide for local board BID representatives

The local board business improvement district (BID) representative role includes relationship building, advocacy, facilitation, and risk identification.

Overview of the BID representative role

You are appointed to liaise with the BID to ensure there is a direct link between Auckland Council and the operation of the BID programme.

Key principles include:

- the business association may invite the appointed local board member onto the board with speaking rights
- although it is not recommended, the business association can also bestow voting rights on the local board member
- only the appointed local board member has the responsibility to contribute to the association board's governance and the business of the BID programme.

BID policy overview and key points

- Auckland Council's BID programme is offered to business associations as defined by the council's 2016 BID Policy and Operating Standards documents ("the policy").
- The rationale for establishing and implementing a BID programme varies for each business community.
- The focus of the policy is on the governance of the BID programme and accountability for the BID targeted rates collected and provided by Auckland Council.
- The following are partners in the BID programme:
 - Business associations
 - Auckland Council
 - Local boards
 - The Governing Body
 - Council departments and CCOs.
- The business associations, operating a BID programme, are independent, member-driven organisations and are governed by their constitutions under the Incorporated Societies Act 1908.

BID Partners

Business associations

Independent organisations that are governed by their constitution.

The BID manager is either an employee of the business association or someone contracted to do the role.



Auckland Council

- Local boards
- The Governing Body
- Council departments and CCOs

Local board role

You have allocated decision-making responsibilities relating to BID programmes, including, but not limited to:

- advising on BID programme strategic direction (in partnership with the business association)
- approving establishment of new BID programmes within the parameters set by the policy
- approving BID programme expansions, disestablishments, amalgamations and rating mechanism changes
- approving BID programme boundary maps
- recommending to the Governing Body the striking of BID programme targeted rates
- providing feedback to the business association regarding its annual BID programme presentation to the local board
- various roles relating to dealing with BID programme problems.

Local board BID representative role description

Relationship building

- Build and foster relationships with the BID manager, business association chair and committee/board members.
- Respect the BID views and decisions as coming from an independent organisation separate to Auckland Council.



Information sharing and advocacy

- Communicate and share information with the BID in an open and appropriate way, acting as a conduit between Auckland Council and the BID.
- Respect and maintain commercial and other confidential information.
- Provide updates to the BID on Auckland Council activities, plans and projects.
- Be mindful of possible opportunities outside the BID programme and share these with the BID.
- Discuss local board plans and identify potential alignment and new opportunities with the BID programme.
- Update the local board members on the activities, concerns or issues identified by the BID board.
- Give direction to the appropriate council channels to help address issues and concerns identified by the BID board.
- Be an advocate of the BID's achievements and partnership with the local board.



 In any public statements, make it clear you are speaking as a local board member and not as a representative of the BID. Ensure the BID manager/chair are informed of any media inquiries relating to the BID.

Facilitation

- Communicate and share information with other local board members to identify opportunities and activities undertaken by the business association operating the BID programme.
- Facilitate links and introductions to organisations that can complement the activities of the BID-operating business association.
- Focus on collaboration and opportunities.



Business association meetings

- Attend BID board (executive committee) meetings as agreed.
- Be available to attend business association member meetings, networking events and presentations where needed.
- Be mindful when attending meetings of any conflict(s) of interest either as an individual, a local board member or Auckland Council representative and ensure the interest is registered in the BID minutes and respect any instruction from the BID chair.



Identify risk

- Contact the council's BID programme team to discuss:
 - any concerns with the governance or financial management of the BID programme
 - any issues or concerns regarding the operation of the BID programme
 - anything discovered or witnessed that could be a potential risk to the reputation of Auckland Council and/or the BID.



 Any concerns should first be raised with the BID manager/chair.

Key information for you

Useful links

[BID policy](#)

[BID quick reference guide](#)

[Role of the BID Manager](#)

[Interviews with LB BID Reps](#)

The BID Team (CCO & External Partnerships):

- is available to provide advice and support
- can assist with your questions regarding the BID.

Email us, call us, skype us or meet us for coffee.

[Claire Siddens](#)

021 984 065

[Paul Thompson](#)

0274 948 868