

# Strategic planning

A reminder that to comply with the BID Policy each BID must have a strategic plan with a three- to five-year outlook, and which aligns with relevant local board plans.

While formats can vary, your strategic plan should contain the following elements: vision, values, purpose, a SWOT analysis and SMART objectives including performance measures (KPIs).

A strategic plan communicates an organisation's goals and the actions needed to achieve those goals. They are important because they relate to the BID programme principles of accountability and democracy.

Once your BID board has approved your revised plan, you need to present it for members' endorsement at your AGM.



Diagram 1: BID programme alignment over time (Section 1.0)



### 3.2 Linking business association planning and reporting

Business associations must ensure that the strategic plan, annual business plan and budget and the end-of-year review report documents link together, providing a full annual picture of the progress of the BID programme, its developments and measured achievements.

Diagram 2: Linking together BID programme planning and reporting documents:

