

Case Study: Stockport Metropolitan Borough Council



Sector: Local Authorities



Stockport Council worked in partnership with UK Engage to manage the printing, mailing and counting of the ballot papers and votes for the Stockport Town Centre BID. We were very pleased with the professional service we received and delighted with the successful outcome.

Eamonn Boylan
Chief Executive
Stockport Metropolitan
Borough Council

UK ENGAGE PROVIDES BALLOT SERVICES FOR NEIGHBOURING COUNCIL

-  **Council:** Stockport Metropolitan Borough Council
-  **Delivery Partner:** The Means
-  **Ballot Services:** UK Engage

OVERVIEW:

In March 2016, local businesses attended a meeting in Stockport to explore the potential for a Business Improvement District. The meeting was hosted by Vision Stockport, a community interest company set up to help create a more vibrant town centre, and appointed by Stockport Metropolitan Borough Council. Like many town centres, Stockport has many challenges, namely, competing with out of town retail and business parks, as well as online shopping.

Seeing the benefits that BIDs have delivered, both in the North West and nationwide, Stockport Metropolitan Borough Council launched the BID initiative to generate funds that could be used to improve the offering within the town centre.

The BID saw three local organisations work together on the project – Stockport Metropolitan Council, Vision Stockport, and Independent Scrutineer, UK Engage, which managed the postal ballot and the declaration of the result. Delivery partner, The Means oversaw the management of the BID, with the support of the others.

PRINT & MAIL BALLOT SOLUTION:

Being a local supplier UK Engage was involved in the BID from the very beginning and worked side by side with the council to prepare the BID information and ballot packs, which went to 504 hereditaments across Stockport,

UK Engage printed and mailed the notice of ballot letter, which included a 4-page colour leaflet about the BID, a black and white ballot pack, which also included BID information, plus a reply-paid envelope. A full reporting system was available to the council with UK Engage providing an on-demand result service to inform the team which hereditaments had voted (but not how they had voted). The count was also undertaken by UK Engage and announced to the Chief Executive within 12 hours of the close of ballot.

THE RESULT:

The ballot closed on Thursday 29th October 2016. 193 businesses voted in the ballot, representing a 64.7% majority vote. The 'yes' vote means that from 1st April 2017 funds will be available for businesses to spend on projects to improve the local town centre.



Craig Poyser, agent of the ballot holder at UK Engage said: "UK Engage is an experienced election services provider and we carry out BID ballots for councils across the UK. Working with Stockport is particularly satisfying for us as, being located near to the district area, we will be able to see first-hand the improvements which will be made from 2017."



To experience the UK Engage effect for yourself, contact us on:

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