

RETAIL BID

B I R M I N G H A M

THE NEXT
FIVE YEARS
2022-2027

BUSINESS PLAN



A new central Birmingham

AFTER THE DEVASTATING IMPACT OF COVID COMES THE RECOVERY
– OUR CITY CENTRE HAS PLENTY TO BE EXCITED ABOUT

Like all major cities, Birmingham is going through a period of immense change.

Much of this change has been driven by coronavirus and its impact on retail, hospitality and leisure, after the global pandemic changed almost overnight the way we live, work and socialise.

And despite these changes being forced upon every town and city across the UK, Birmingham is different. There's so much to be excited about in the coming years and the BID plans to be at the heart of this activity representing our 400-plus members.

We will go to ballot in the autumn of 2021, for our next term covering the period 2022-2027. We will be asking our members to back us once again and vote 'YES' for a new programme of security patrols, family events, floral features, street cleaning, promotional marketing and more.

Member feedback tells us that increasing safety and footfall in all areas of the BID are absolute priorities and every initiative we lead or partner throughout our next term will have this requirement in mind.

In 2022 the eyes of the world will be on Birmingham when the city hosts the Commonwealth Games. Spectators, athletes and worldwide media will be able to enjoy our shops, arcades, restaurants, coffee shops, bars and attractions. We will work tirelessly with the city council to ensure the city centre streets look their best and that our businesses receive maximum potential from this showpiece event.

While HS2's transformation of the eastern side of the city centre continues apace, the new extended Midland Metro tram route along Broad Street to Edgbaston will make it easier for commuters and shoppers to visit the city centre, taking in shows or exhibitions at a new-look Symphony Hall, the beautiful Town Hall and a refurbished Museum & Art Gallery.

Near Bullring, the vast Smithfield development on the site of the former wholesale markets will create new public spaces, commercial opportunities, family attractions and residential developments.



Returning to the eastern side of the city centre and Hammerson's exciting redevelopment of Martineau Galleries, which will create 1,300 new homes, a new city centre hotel and a signature gateway from Curzon Street HS2, offering plenty to be excited about.

Then there's a new co-working space and tenants at Mailbox, exterior improvements to the iconic Selfridges and new buildings at Paradise, Chamberlain Square and Centenary Square to whet our appetites for a new era in the city centre.

The next five years offer so much promise for Birmingham city centre and to recognise and represent the diverse nature of BID businesses within the central heart of the city centre, Retail BID will change its trading name to 'Central BID Birmingham' which we believe will be a confident statement on the direction of Birmingham city centre as a major destination for shoppers, visitors and a place where businesses can thrive.

To deliver our current priorities and be able to further increase the marketing and security spend, we plan to increase the levy from 1% to 1.5% in the second year of the next term. This move in April 2023 is the first increase in the BID's 15-year history and brings us into line with all other major cities and the national average. This change in the second year deliberately defers the increase to enable businesses to continue their recovery from the pandemic.

The BID will continue to be there to support our members throughout the next five years and I would urge you to vote 'Yes' to a fourth BID term during the ballot period this Autumn.

SAM WATSON
CHAIR,
RETAIL BID BIRMINGHAM



2022-2027 THE BID'S PRIORITIES

1 SAFETY

Patrol Team on duty to provide assistance and a reassuring presence across central Birmingham.

2 FOOTFALL

Marketing, events, and collaboration with key media to drive footfall across the city centre.

3 BUSINESS SUPPORT

Regular liaison with Birmingham City Council on behalf of Retail BID members.

4 CLEANING

Regular jet-washing of streets to ensure the city centre looks clean and welcoming and creates a positive image.

5 GREENING

More floral features to brighten the streets, seasonal decorations and study into the long-term benefits of a greener central Birmingham.

RETAIL BID
BIRMINGHAM

Supporting city centre businesses since 2007



Retail BID, the Business Improvement District for the central core of the city centre was established in 2007 and throughout its three, five-year terms, has supported hundreds of high-street stores, independents, restaurants, shopping centres and arcades and improved the retail environment and

RETAIL BID BIRMINGHAM

THE NEXT
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visitor experience through numerous projects, attractions and collaborations.

The BID continues to be agile to reflect

the needs of the city centre and has used its experience and influence to represent its members' interests and works closely in partnership with Birmingham City Council, West Midlands Police and neighbouring BIDs to offer additionality to baseline services. Increasing the safety, cleanliness and attractiveness of the city

centre and responding to the coronavirus pandemic have been key priorities throughout the current BID term.

Services to BID member businesses include support from the Retail BID Officer patrol team, the Business Crime Reduction Partnership (BCRP)

and digital radio network City Safe. Additional street cleaning, business support, consumer marketing and online promotion, festive lights, together with planting and greening of the city centre have also been carried out.

Retail BID has been at the heart of the

central Birmingham business community for 15 years and is looking forward to the next term between 2022-2027 (BID4) with a focus on safety, footfall, cleanliness, a greener Birmingham and a Commonwealth Games visitor legacy to ensure the BID's members prosper during and after the event.

So, why do you need a BID?

BUSINESS LIFE WITH AND WITHOUT RETAIL BID BIRMINGHAM



A NEW CAFÉ CULTURE

Retail BID helped members with their applications and licences for new pavement cafés, outdoor seating areas and dining changes forced by the pandemic



WITH RETAIL BID

You will remain part of the city centre business community, which has been operating on behalf of businesses since 2007.

You will benefit from nearly £4 million invested in additional services, marketing and public realm improvements over the next five years including;

- A BID Patrol Team there to support you, your business and staff tackling anti-social behaviour, shop theft, general crime, rough sleeping and graffiti
- A Business Crime Reduction Partnership (BCRP) and City Safe digital radio network connecting members and stores to the Patrol Team and Police CCTV, with a quick response when on duty
- Regular update by text and email to owners and store managers about key issues in the city centre, including events, marches, roadworks, protests and notification of any emerging crime and fraud intelligence
- Pavement deep cleansing and year-round floral displays to ensure the city centre looks its best
- Giving your business a powerful voice and connection to the City Council and transport authorities relating to public realm issues and projects, planning and pavement café applications and wider city centre matters, including policy consultations
- On-hand support to guide your business through difficult and sometimes unexpected periods – Retail BID helped members access financial support during the coronavirus pandemic
- Promotional social media activity to attract shoppers and visitors to shops, bars, restaurants and service businesses
- Investment in seasonal marketing campaigns, including Christmas, promoting Birmingham as a destination of choice



WITHOUT RETAIL BID

The city centre loses significant investment each year and because of this business priorities would not be met.

- No daily support from our highly visible and experienced BID Patrol Team addressing anti-social behaviour, crime and graffiti in the city centre and the team is disbanded
- No City Safe digital radio network, crime intelligence and instant connectivity of businesses in emergency situations
- No more 'go-to support' to help address business issues, chase financial grants, support and compensation and to connect your business to authorities quickly cutting 'red tape'
- No more additional support for public-facing partner organisations with increased demand and reduced resources
- No more deep cleansing of pavements, removing grime and gum
- No marketing campaigns, events or promotion of businesses and Birmingham city centre
- No digital and social platforms promoting the city centre retail area and your businesses through Shopping in Birmingham, Retail BID and partner channels
- No more text messages or emails advising of critical city centre issues and emergencies
- No seasonal flowers, planting and features including dressing of the National Barrier Assets
- No common voice of business, making it tougher to quickly represent your views to the City Council, transport authorities and West Midlands Police
- A reduction in Christmas lighting during the key festive shopping periods
- The loss of an established and respected 15-year organisation in the city that represents, supports and cares about your business

The view from across the city

THE THOUGHTS OF CIVIC LEADERS AND BUSINESSES



"Birmingham City Council is proud to work in partnership with Retail BID to support, promote and enhance Birmingham's strong reputation as a retail and leisure destination. The BID has played a crucial role supporting businesses through a period of unprecedented challenge and will no doubt play a huge part in Birmingham's post-Covid recovery and in the city's golden decade to come."

Cllr Ian Ward

Leader, Birmingham City Council



"It's great to hear that Retail BID is soon to be balloting members for its fourth term as it plays a crucial role in the heart of the city. The BID has supported businesses for nearly 15 years, through the highs and lows of trading. Its close working with partners across the city will continue to be very important as we navigate the next five years together."

Andy Street

Mayor for the West Midlands



"BIDs will play a vital part in our recovery as we emerge from the devastating effect of the pandemic. Retail BID has worked hard to make Birmingham a better place to work, live and visit – through the patrol team, family events, regular street cleaning and even the installation of the Christmas lights. This all helps to increase footfall and ultimately showcase the city globally."

Laura Shoaf

Interim Chief Executive,
West Midlands Combined Authority



"There is a strong working relationship between Colmore and Retail BID. We work jointly on cleaning, floral features, events and support each other with security in the city core. We look forward to continuing this close relationship in the future and will look to develop the partnership working further for the good of the city centre."

Nicola Fleet-Milne

Chair, Colmore BID



"Retail BID works closely with West Midlands Police supporting a cohesive successful partnership. The team not only brings community concerns to our attention they play active roles in finding solutions. We are solving problems together to make Birmingham a safer place to live, work and socialise."

Insp. Christian Harrison

West Midlands Police



"Bullring & Grand Central are pleased to be involved with the Retail BID. Their work in the city centre helps present a welcoming shopping and hospitality experience for those visiting Birmingham."

Stephanie Lacey

General manager,
Bullring & Grand Central



"As a Pension Fund property portfolio manager, with significant holdings in Birmingham city centre, Retail BID's influence and support towards improving the retail landscape plays an important part in the decisions we make and our plans for investment. The recent and well considered improvements to Ethel Street are a testament to this. We look forward to working with the BID in future."

Nicholas Parsons

Director, Colliers Global Investors



"As the GM of Primark's flagship Birmingham store I am extremely pleased with the support provided by the always friendly, dedicated and professional Retail BID team over the last year. The deep cleaning of the surrounding streets and investment in floral displays has, I believe, really improved the customer experience in the city centre. The presence of BID patrol officers in the city and the BID funded Business Crime Reduction Partnership and digital radio network have been a great support to us when needed. Information provided by the BID about potential city centre protests and disruption has also proved invaluable, and the weekly comms to all members has been great to stay in touch with what's happening in and around Birmingham. Well done to Steve and the team!"

Paul Chittim

General Manager Interim, Primark



"As a high street bank in the centre of Birmingham, Metro Bank has always been given the reassurance of safety of customers and colleagues by the patrol team. This has been invaluable since we opened here two years ago. The networking offered by meeting other store managers, being part of the Retail BID board and chairing the Banking Working Group has helped us to share knowledge and experiences as well as create a sense of community."

Beth Freeman

General Manager, Metro Bank



"The Retail BID has worked tirelessly over the years promoting and supporting small and large businesses across the city. The BID is committed to developing the city centre experience and it being a destination of choice that offers new and exciting opportunities across several business and leisure sectors. The BID team can be seen across the city actively patrolling and ensuring our environment is clean and safe for everyone visiting the city."

Nirmal Madahar

General Manager, House of Fraser



"We've really enjoyed working with the team since we opened back in 2008. They have always been incredibly helpful and thoughtful in their approach as well as brilliant at making useful connections between members and external agencies. In short, they see the bigger picture, while sweating the small stuff."

Tracey Stephenson

Co-Founder and MD, Staying Cool, The Rotunda



"The work of the BID is invaluable in increasing footfall and creating a welcoming visitor experience in central Birmingham. As the city adapts to new challenges and opportunities such as the Commonwealth Games, the BID's hard work serving the hospitality, leisure and retail sectors will grow in importance. The Mailbox has supported the BID since its formation and its contribution to making Birmingham a better place has been immense."

David Pardoe

Deputy Chair of Retail BID and
Head of Marketing and Occupier Engagement at Mailbox



"As the culture sector attempts to return to normality following the devastation of COVID, the support of Retail BID in creating a welcoming environment for customers will be more important than ever in achieving this."

Nick Loveland
Chief Operating Officer,
B:Music – Town Hall
& Symphony Hall



"Retail BID is so important for the city centre with their support with driving footfall and keeping the city centre clean and safe. The support Boots has had from the BID has been fantastic."

Rachel Arkell
General Manager,
Boots



"The BID have been a great source of help to my business, especially during the Covid-19 lockdown periods. They have helped us with access to grants and support. Additionally, they have helped transform the top end of New Street with public realm improvements at a time when it was needed. The BID team clearly care, have made a difference and it's appreciated that the BID has provided such support."

Jags Manhota
Second Cup Coffee,
New Street



"We work hard to create the right setting for fine dining inside our restaurants and it's important that the perception and experience of quality extends to the neighbourhood too. Retail BID has helped to improve the visitor experience for people coming into our part of the city centre. The collaboration with Colmore BID has been successful in generating the best possible conditions for hospitality to return and we are grateful for the thought, effort and budget the BIDs have put in and look forward to a bright future."

Adam Stokes
Adam's Restaurant and The Oyster Club

What we will do for

INDEPENDENT BUSINESSES

Independent and unique businesses are the city's hidden gems that Retail BID continually works hard to showcase and support through promotion, events, business support and campaign work. The Retail BID Patrol Team provides a reassuring presence and checks small premises during closures and immediately raises any issues. Furthermore, being a Retail BID member provides an influential business voice speaking up for you on strategic issues.

HOSPITALITY, FOOD & DRINK

Central Birmingham continues to evolve with more food, drink and hospitality businesses than ever before as the Retail BID diversifies into a broader daytime and evening destination. Our fourth term will continue to support this exciting sector with patrol teams, promotion, business support and a collective voice regarding public realm, visitor safety, and pavement café spaces.



NATIONAL NAMES

Major brands and our shopping centres are flagship destinations that attract visitors from Birmingham and beyond. Being a Retail BID member offers the City Safe digital radio network, on hand to help tackle business crime with the support of West Midlands Police, while store managers have influence in creating a better-quality, more prestigious and vibrant environment for your business and staff.



BANKING, FINANCE & SERVICE BUSINESSES

The Retail BID is home to a range of banks, building societies and service businesses that help attract people to the city centre. Being a Retail BID member helps create safer streets and a better-quality, welcoming environment for your business, staff and clients.



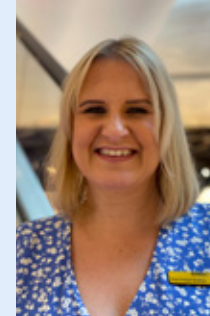
HEALTH, HAIR, BEAUTY & GYMS

From independent boutiques to global beauty brands, the Retail BID features a range of skilled stylists and talented beauticians adding visitor appeal to central Birmingham. Being a Retail BID member offers creative marketing, promotion and a collective business voice to speak up on your behalf regarding wider city affairs.



"The Retail BID team has been a huge support and comfort to myself and my team here at Nationwide Building Society in what has been a very challenging 12 months for everyone. We have called upon their support on several occasions in the past year, aggressive behaviour, missing persons, medical support etc. the list goes on. They are always quick to respond, professional and courteous to my members and my team. They are a vital cog in ensuring the city is a safe, clean and enjoyable place to both work and visit."

Simon Rutter
Cluster & Senior
Branch Manager,
Nationwide
Building Society



"As a store we work closely with Retail BID in terms of intelligence sharing and they offer us general and physical support on a regular basis. They are always at the end of the City Safe radio if we need them, we communicate daily and their support is absolutely crucial helping us to identify potential risks, diluting a difficult situation or even support with a missing child. Having them in place is vital for us to be successful in keeping our team members and customers safe and reducing our stock loss."

Rachael Bates
Deputy General
Manager,
Selfridges



"Starting out as a fledgling business, with challenges from anti-social behaviour to landlord pressures; the BID team has always got my back to support and resolve issues."

Will Power
Willpower,
Great Western
Arcade



"As a major retailer in the city, the BID team is integral to the safety of our clients and staff. It is also an informative organisation that helps us to connect with the region."

Lloyd Morgan
General Manager,
Watches of Switzerland

Over the next five years our priorities will be to attract customers and workers to central Birmingham and for them to feel safe in the main shopping and hospitality areas as we support businesses in their recovery from the Covid-19 pandemic.

Our consultation with Retail BID member businesses told us that the safety and security of staff, visitors and residents in the city centre remains an absolute priority, reducing anti-social behaviour and working with West Midlands Police together with our City Safe digital radio network and crime intelligence forms an important part in this reduction.

You also told us that you want to see an increase in footfall across our main streets, arcades, shopping centres and public spaces, particularly with the Birmingham Commonwealth Games 2022 and the global spotlight it will bring to the city centre.

A new marketing, promotion and events strategy for all of our business sectors, alongside working together with Colmore BID and our neighbouring city centre BIDs will help support this in the coming years.

Business support and communication, together with a collective voice to represent and champion our members is also a priority for our fourth BID term and we will continue to meet and work closely in partnership with the city council and transport authorities to ensure that your views are known.

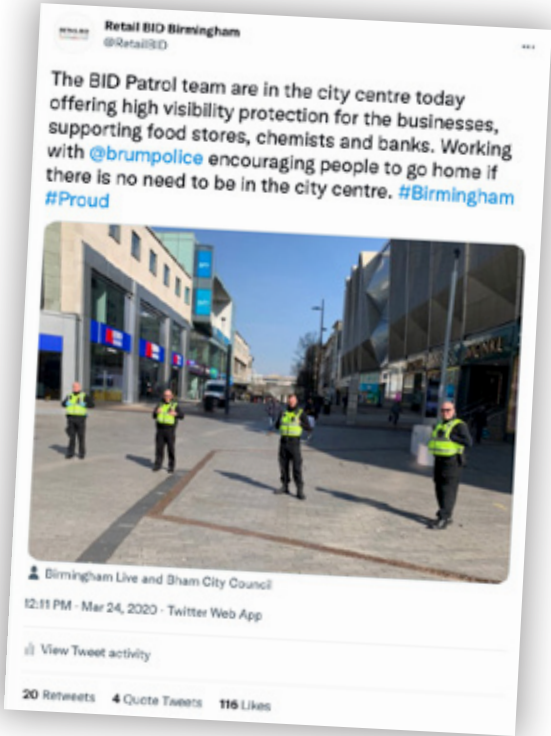
Business Improvement Districts are about additionality to public services, and we've been working hard over the last 15 years to ensure that we support you, as our members, in every way that we can. This includes our ongoing work to jet-wash the streets, plant much-needed greenery and install additional festive lighting during the key Christmas trading periods.



I'm proud to say that we have a truly dedicated and experienced team that many of you will know personally, who care about you and your business and will always go the 'extra mile' for you. Every member of the team wanted to stay working throughout the Covid-19 pandemic from 23 March 2020 to ensure that your businesses were protected from potential break-ins during the closure periods and to support key workers in our essential stores and banks. The team also extended their patrol routes during those difficult times to include Birmingham

Children's Hospital and support NHS colleagues working there. They've also turned their hand to cleaning, painting and planting the city centre when needed.

Working with the City Council, we've also been able to support many businesses in their claims for financial support throughout the last 18 months, which has been incredibly important for business survival.



We aim to work hard to encourage more visitors and workers to return to the city centre in the coming years and with the Birmingham Commonwealth Games 2022 almost upon us and investment and development continuing in the city, there is a feeling of optimism that the buzz of the city centre is returning and that the next few years really can be brilliant for Birmingham.

We look forward to being able to continue to support you, making Birmingham city centre better and ensuring the next five years can be a safe, attractive and profitable environment for your business.

STEVE HEWLETT
RETAIL BID MANAGER



OUR VISION: 2022-2027

The priorities are

- 1 SAFETY
- 2 FOOTFALL
- 3 SUPPORT
- 4 CLEANING
- 5 GREENING

SAFETY

A safe and secure central Birmingham



The Retail BID Patrol Team will continue to provide a reassuring presence for businesses, visitors and city centre workers.

The BID's highly visible BID Patrol Officers provided a continuous service throughout the lockdown periods of the Covid-19 pandemic from March 2020, checking all businesses, inspecting shops and premises, alongside supporting key workers in essential stores and banks that remained open.

The BID officers patrol on foot and by bike and respond rapidly to calls from members. The officers have dedicated patrol routes which cover the whole of the Retail BID area, ensuring they have high visibility for the safety of staff and the public and are regularly seen by members each day.

Dealing with anti-social behaviour, aggressive begging and shop theft are just some of the areas the officers get involved in, supporting West Midlands Police. They also provide a visible, reassuring presence to visitors to the city who often ask for directions and assistance. The BID will continue to grow its Business Crime Reduction

Partnership (BCRP) City Safe, the digital radio network and SentrySIS intelligence software, set up to tackle retail theft and anti-social behaviour in the city centre working in partnership with West Midlands Police. Over 220 City Safe radios are now being used throughout the city centre retail and leisure area alongside neighbouring city-centre BIDs.

More than £330,000-worth of goods have been recovered back to stores since SentrySIS was implemented in February 2019. There are now over 1,660 live profiles on the system and 2,844 incidents have been resolved, this means that the detained person has either been store banned, or had some form of police involvement.

During Retail BID's fourth term, the patrol routes will meet the changing needs of the city centre visitor economy, including changes in shift patterns to address additional key areas of demand. It is also planned that the BID will increase the patrol team numbers and adopt a closer working relationship with the security team at Colmore BID, enabling a more comprehensive security presence in the city centre.

KEY POINTS

- Increased BID Patrol Team
- Partnership with West Midlands Police and Birmingham City Council
- An expanding BCRP City Safe digital radio network and SentrySIS intelligence
- Increased working with Colmore BID
- Reducing anti-social behaviour and crime
- Continued team safety and security training
- Reassuring support during Birmingham 2022 Commonwealth Games



Retail BID understands the need to drive footfall across all areas of central Birmingham to help businesses recover from the impact of Covid-19 and to respond to the significant changes to the city centre offer in recent years.

To support the need for increased visitor numbers the BID will continue to deliver relevant and engaging campaigns that promote Birmingham as a great place to visit utilising eye-catching artwork, targeted social media and online promotion.

A new events schedule will celebrate and promote Birmingham as one of the country's leading destinations for shopping, hospitality and culture.

From April 2022 a whole range of cultural events and an amazing summer of sport will be enjoyed across Birmingham and the West Midlands when the Birmingham 2022 Commonwealth Games arrive. Retail BID will continue to work with event organisers to ensure central Birmingham is ready to welcome the thousands of extra visitors and the worldwide TV audience that the Games will bring.

With live sites in the city centre and a festival atmosphere Retail BID will collaborate with the organisers and neighbouring BIDs to create campaigns and events that will bring the city centre to life in the lead-up and during the Games. The BID will maximise the Games legacy and work will focus on driving footfall and promotion for the months and years after this showpiece event.

As the city emerges from the Covid-19 pandemic with new transport connections, the Commonwealth Games and vast regeneration and employment projects, the BID will work tirelessly on behalf of its members to ensure they benefit from the exciting years ahead.

KEY POINTS

- Enhanced digital and social media promotion
- New family events and attractions across the city centre
- Birmingham 2022 Commonwealth Games visitor activity and legacy
- Targeted seasonal shopping, entertainment and hospitality promotions
- Collaboration with neighbouring BIDs to drive visitor numbers
- Footfall monitoring cameras throughout the city centre



FOOTFALL



Events and promotion to drive footfall



SUPPORT

Business influence and a collective voice



KEY POINTS

- Regular SMS alerts and digital communication
- New footfall data
- Continued liaison with Birmingham City Council on behalf of BID members
- Regular face-to-face meetings with BID members
- Utilise latest digital platforms for communication
- 'Future Business District' study analysis and best practice



Throughout its fourth term, Retail BID will continue to be the voice of business in central Birmingham, particularly as businesses emerge from the Covid-19 pandemic.

The BID will continue to represent the views of its members, giving them a voice and to maintain service-level agreements with Birmingham City Council and West Midlands Police.

Retail BID will present its members with opportunities relevant to them through regular face-to-face meetings or digital and print communications channels including the comprehensive SMS text alerts and City Centre Update emails.



The BID has recently installed a new network of market-leading Springboard footfall cameras (pictured right) throughout the city centre following a successful grant application to the government's Welcome Back Fund. This will enable data and insight to retail and hospitality performance and benchmark against other major cities.

Retail BID's neighbouring Business Improvement District, Colmore BID, is leading a study on 'The Future Business District', into long-term recovery from the Covid-19 pandemic. The study is supported by Retail BID due to the importance of the return of city centre workers and the future of the city centre.

To effect positive and lasting change, Retail BID continues to develop relationships with key city centre and national stakeholders to improve performance and optimise trading environment, all for the economic benefits of members.

KEY POINTS

- A continued year-long jet-washing programme
- Dedicated resource to manage and respond to cleaning needs and liaise with contractors and Birmingham City Council
- A better-looking city centre environment for businesses and visitors



Throughout its fourth term Retail BID will continue regular jet-washing and deep cleansing of the areas that are important to businesses, employees and visitors. This cleaning service has made a noticeable difference to the retail environment and cleans are strategically timed for maximum impact.

The BID will have a dedicated team member to manage and respond to cleaning needs to ensure the streets look as clean as possible.

This work will be carried out in addition to Birmingham City Council baseline cleaning schedules and the team member will liaise with the council to ensure a presentable city centre is delivered each day.



CLEANING

Cleaner streets across the BID





GREENING

Brightening our streets

A key finding from our fourth-term consultation survey with Retail BID members was the desire for a greener central Birmingham.

Working with Birmingham City Council's award-winning Parks team and local suppliers we will continue to create attractive floral displays across the city centre. Not only does this seasonal colour reflect well on the city, it also forms part of a welcoming, brighter street-scene.

We will continue to help maintain the National Barrier Assets and re-plant and re-paint them when required.

Furthermore, we will always look for new

opportunities to green the city centre, such as new flower displays on Union Street, Ethel Street and Victoria Square, each feature bringing added attraction to that area.

The BID will also ensure members' voices are heard in joint projects such as the Going Green Infrastructure Masterplan.

We are working with Colmore BID on the masterplan to explore how the benefits of greener infrastructure can play a significant role in addressing challenges such as climate change, health and wellbeing, retail and economic changes.

KEY POINTS

- Year-round programme of green features across central Birmingham
- Work alongside Colmore BID on the Going Green Infrastructure Masterplan
- Ensure a range of flowers and attractive installations that are low maintenance
- Decorate and reinvigorate city centre streets and features

2022-2027: OUR VISION



Working together

Collaboration with neighbouring BIDs, the City Council, West Midlands Police and other agencies will increase during Retail BID's fourth term.



Our belief in the 'stronger together' mantra will see us continue our partnerships in security patrols, visitor events, cleaning, floral features, seasonal decoration and promotion of our districts. An example of this collaboration is where our BID boundary meets Colmore BID and we jointly patrol the areas with Colmore BID's street operations team for the benefit of businesses and visitors in both areas.

KEY POINTS

- Partnerships with West Midlands Police, Birmingham City Council and expert support agencies
- Increased working with Colmore BID to boost patrol teams, city centre promotion and football-driving events
- Increased working with neighbouring BIDs on best practice and research into city centre changes

We will work with the city centre BIDs on marketing and promotion for campaigns such as the 'Cheers to Hospitality' digital campaign, which raised the profile of leisure and hospitality businesses reopening after lockdown closures.

Pictured above: Steve Hewlett, Retail BID, with Michele Wilby, Colmore BID

Below: The Retail BID and Colmore BID patrol teams and PCSO Pat McGregor



Retail BID area

All the following streets are included in full or in part in the Retail Business Improvement District

- Bennetts Hill

Brunel Street

Bull Street

Burlington Arcade

Cannon Street

Carrs Lane

Cherry Street

City Arcade

Colmore Row

Corporation Street

Edgbaston Street

Ethel Street

Fore Street

Great Western Arcade

High Street

Hill Street

John Bright Street

Lower Severn Street

Lower Temple Street

Martineau Place

Martineau Way
- Moor Street

Navigation Street

Needless Alley

New Meeting Street

New Street

North Western Arcade

Paradise Street

Piccadilly Arcade

Pinfold Street

St Philips Place

Station Street

Stephenson Street

Stephenson Place

Suffolk Street Queensway

Temple Row

Temple Street

Union Passage

Union Street

Victoria Square

Waterloo Street





COMMONWEALTH GAMES



HS2 & CURZON ST



MARTINEAU GALLERIES



SMITHFIELD



Birmingham's Bright Future

One of the most spectacular events ever to take place in Birmingham is less than a year away as the Commonwealth Games prepares to roll into town in 2022.

This showpiece event will attract spectators, participants and media from across the world, create jobs and skills and put Birmingham and the West Midlands back firmly on the visitor map.

While attention is paid to the sports and culture events throughout 2022, the Games legacy is a critical factor, ensuring visitors return and footfall continues long after the closing ceremony.

Sitting alongside this, Birmingham is welcoming a whole host of regeneration schemes across the city.

The HS2 rail project and new Curzon Street station will transform Eastside, bringing international visitors to the Retail BID, while new Midland Metro tram connections will enable easy access to the city centre from Edgbaston, Broad Street and Digbeth.

The future vision for Birmingham Smithfield, near St Martin's

and Bullring, includes new, vibrant retail markets, exciting family leisure, cultural buildings, homes, public squares and transport facilities with an investment value of over £500 million.

Hammerson's Martineau Galleries development represents one of the most strategic regeneration schemes to come forward within Birmingham's city core, delivering 1,300 new homes, 110,000 overnight stays per year at a new hotel, bringing £7 million per year into the local economy and a signature gateway to Birmingham adjacent to Curzon Street station and HS2.

Meanwhile, Birmingham City Council has launched a bold plan to reinvent the city centre with new parks and green spaces as a priority. The City Council launched Our Future City Plan: Central Birmingham 2040, Shaping our City Together, with priority given to walking, cycling and tram routes – all prioritised to help generate footfall across the city centre, particularly in response to the coronavirus pandemic.

Retail BID is excited by the years ahead and being able to represent its members' interests in the city's future plans.

2022-2027: NEXT STEPS

VOTE YES
IN OCTOBER
for Retail BID's fourth term

In October 2021 you will receive a ballot paper asking you to vote for Retail BID's fourth term.

We firmly believe that we've made a major difference to Birmingham city centre over the past 15 years, both in terms of how the city looks and feels and, more recently, its response to the pandemic.

Please 'Vote Yes' and allow Retail BID to continue supporting the city centre's business community.

If you have any queries regarding our proposals for our fourth term or the vote process, email contact@retailbirmingham.co.uk

The ballot process and timelines will be as follows:-

FRIDAY 24TH SEPTEMBER 2021	A Notice of Ballot will be posted to all eligible businesses/voters. This sets out the BID Arrangements.
THURSDAY 7TH OCTOBER 2021	Ballot papers will be posted to all eligible businesses/voters.
THURSDAY 4TH NOVEMBER 2021	Close of ballot at 5pm 'Ballot Day'. Ballot papers received after this time will not be counted.
FRIDAY 5TH NOVEMBER 2021	Declaration of Result by Civica and Birmingham City Council.



BID4 Budget

	2022/23	2023/24	2024/25	2025/26	2026/27	BID4 Total
Annual Budget	£547,082	£795,623	£795,623	£795,623	£795,623	£3,729,574
Levy Income	£497,082	£745,623	£745,623	£745,623	£745,623	£3,479,574
Voluntary Contributions	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Annual Expenditure	£547,082	£795,623	£795,623	£795,623	£795,623	£3,729,574
SAFETY						
Patrol Team	£160,000	£250,000	£250,000	£250,000	£250,000	
City Safe Radio	£20,000	£20,000	£20,000	£20,000	£20,000	
FOOTFALL						
Marketing & Events	£140,000	£250,000	£250,000	£250,000	£250,000	
Christmas Lighting / Activity	£15,000	£25,000	£25,000	£25,000	£25,000	
BUSINESS SUPPORT						
Support for members	£20,000	£30,000	£30,000	£30,000	£30,000	
CLEANING						
Deep cleansing and additional cleaning	£30,000	£40,000	£40,000	£40,000	£40,000	
GREENING						
Flowers and planting for the city centre	£25,000	£25,000	£25,000	£25,000	£25,000	
BID COST						
Administration costs – office, professional and legal	£95,000	£100,000	£105,000	£110,000	£115,000	
Contingency	£17,228	£18,342	£13,342	£8,342	£3,342	
Debt provision 5%	£24,854	£37,281	£37,281	£37,281	£37,281	

- 1. The BID will continue to explore other funding streams in order to increase investment in the area, e.g. voluntary contributions, grants etc.
- 2. Subject to the finances of BID3 2021-22, any reserves will be carried forward into BID4 2022-23.
- 3. The BID has on average, collected 95% of its BID levies across its third term.
- 4. Birmingham City Council will continue to collect the BID levy for the fourth term at no charge to the BID.

The BID Explained

What is a BID?	There are now 329 BIDs in towns and cities across the UK, with 12 in Birmingham (British BIDS data 2020).	and support businesses and improve the street scene and the BID Board wishes to continue this work into a fourth BID term.
A Business Improvement District (BID) is a defined area within which local businesses work together to invest collectively in additional projects and services to improve their business environment. BIDs are established and operate in accordance with the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004, having been voted for by a majority of businesses in a defined area for a maximum of five years. At the end of the term, a renewal ballot may be held.	Retail Birmingham BID	Retail BID's Fourth Term
	Retail Business Improvement District (BID) has been working for Birmingham city centre's retail area since 2007. The BID's first five-year term was from 2007 – 2012 (BID1) and was successfully renewed in subsequent ballots for further terms, from 2012 – 2017 (BID2) and 2017 – 2022 (BID3). The BID has delivered a wide range of projects and services to promote	A renewal ballot will be held to determine whether Retail BID can continue for a further five years. If successful, Retail BID4 will operate from 1st April 2022 to 31st March 2027. Before the end of the fourth term, the BID Company may choose to seek a mandate to proceed to a fifth term via a renewal ballot of eligible businesses.

The BID Ballot & Timetable

Between Thursday 7th October 2021 and Thursday 4th November 2021, eligible ratepayers will be given the opportunity to vote on the proposal for the renewal of the Retail Birmingham BID for a further five years.	The ballot process and timelines will be as follows:-	
The confidential, postal ballot will be conducted in line with the BID Regulations by Independent Scrutineer, Civica on behalf of Birmingham City Council, the ballot holder. The Retail BID served its required 'Notification of Intention to Submit a BID Proposal for Balloting Purposes' to the Secretary of State for Communities and Local Government on 26th April 2021.	FRIDAY 24TH SEPTEMBER 2021	A Notice of Ballot will be posted to all eligible businesses/voters. This sets out the BID Arrangements.
All eligible businesses with a rateable value of £10,000 or more will be eligible to vote if they are listed as a non-domestic ratepayer within the proposed BID area on the date the Notice of Ballot is published. Each property (hereditament) subject to the BID will be entitled to one vote. Businesses that occupy more than one hereditament will be entitled to one vote per hereditament.	THURSDAY 7TH OCTOBER 2021	Ballot papers will be posted to all eligible businesses/voters.
Prior to this, the BID, working with Birmingham City Council, will have completed a canvass process to identify a voter list which will be used for the purposes of the ballot.	THURSDAY 4TH NOVEMBER 2021	Close of ballot at 5pm 'Ballot Day'. Ballot papers received after this time will not be counted.
In the case of an empty, partly refurbished or demolished property, where no occupational lease exists, the property owner will be entitled to vote.	FRIDAY 5TH NOVEMBER 2021	Declaration of Result by Civica and Birmingham City Council.
	Retail BID4 will operate from 1st April 2022 to 31st March 2027 with the BID levy mandatory for all eligible businesses, provided, as a minimum, the following two independent criteria are met:-	
	1. First, a simple majority (51%) of those voting must vote in favour.	
	2. Second, those voting in favour must represent a majority of the aggregate rateable value of those hereditaments that have voted.	

The BID Levy Rules

- In developing the rules that will apply for Retail BID4, consideration has been given to the *National Guiding Principles of a well-managed BID, published by British BIDs (2020)*.
1. If successful at ballot, the new BID term will run for five years from 1st April 2022 to 31st March 2027. The BID levy will become mandatory for all eligible ratepayers.
 2. The BID levy will be applied to all eligible non-domestic hereditaments with a rateable value of £10,000 or more. The liability for the levy falls on the eligible ratepayer. Business premises with rateable values below £10,000 will be exempt from the BID levy.
 3. The eligible non-domestic hereditaments are those who significantly trade or interface with customers within the BID area, e.g. shops, bars, restaurants, cafes, banks, building societies, travel/recruitment/estate agents, beauty/treatments & hair salons and betting shops. Those businesses that do not rely on visits by members of the public for their business are exempt from the BID levy.
 4. The levy will be set at 1% of the rateable value for each hereditament, as assessed in the Local Non-domestic Rating List 2017, as at 1st October 2021, for the first year of BID4 from 1st April 2022 to 31st March 2023. The levy will increase to 1.5% of rateable value for each hereditament from 1st April 2023 to 31st March 2027.
 5. Any changes to rateable values in updates of the Local Non-domestic Rating List 2017, or future mechanisms replacing the 2017 Local Non-domestic Rating List, will be reflected in a corresponding change to the BID levy payment for the following financial year.
 6. Where a new property is brought into the Rating List, the BID levy will apply from the effective date as shown in the Rating List. The annual levy will be apportioned on a daily basis.
 7. Where a property is taken out of the Rating List, the BID levy will apply up to the day before the effective date of removal and the annual BID levy will be apportioned accordingly.
 8. There will be no relief for vacant, untenanted premises. Where at the time of ballot there is no current occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the ballot.
 9. Businesses within the shopping centres of Bullring, Grand Central and The Mailbox each pay an annual service charge to their specific centre. Following consultation with the centres' property owners, financial contributions to the BID will be through Voluntary Contributions during the life of the BID equating to around £50,000 per annum. Businesses within the centres will therefore be exempt from the BID levy and will not be entitled to vote in the BID ballot.
 10. St Martin's Market is deemed as a shopping centre for BID4, hence businesses within the centre will be exempt from the BID Levy and will not be entitled to vote in the BID ballot.
 11. The levy will be discounted for charitable organisations at the same level as their mandatory rate relief.
 12. There will be no other discounts, exemptions or allowances. The BID levy will not be affected by the small business rate relief scheme or any discretionary relief granted.
 13. The BID levy will be adjusted in line with the annual inflationary or deflationary factor for Local Non-domestic rate bills as calculated by HM Government.
 14. The BID levy is not subject to VAT.
 15. The number of hereditaments required to make a levy payment for Retail BID4 is currently estimated at 389.
 16. The levy will be invoiced annually in advance to all eligible businesses for each chargeable period from April to March each year.
 17. Birmingham City Council will be responsible for the collection of the levy. Collection and enforcement arrangements will be similar to those for non-domestic businesses rates with the BID Company responsible for any debt write off.
 18. Birmingham City Council currently collects the levy at no charge to the BID and covers the initial set up costs for BID4, as well as being liable for the levy on its own premises within the BID area. The BID is grateful for the continuing support of the local authority.

BID Governance & Management

- The Retail BID is operated by Retail Birmingham Limited, an independent and private sector led 'not for profit' company limited by guarantee (Company Number 6181225) and this will continue for BID4.
- Should the ballot be successful, Retail Birmingham Limited will change its trading name to 'Central BID Birmingham' to represent the BID's location in central Birmingham and the diverse nature of member businesses within the defined BID area.
- The Board of Directors**
- The Company has a Board of Directors who serve voluntarily (without remuneration) and is accountable to the BID levy payers. The Board upholds and promotes the vision and objectives of the BID and oversees all elements including financial and contractual arrangements, human resources, standards and compliance, operational and service delivery, set strategic direction, performance management and be a key consultative and advisory body on BID services.
- If successful at ballot, the Board will continue to be made up of Directors with a majority representing a cross-section of the BID area's business base, supported by key stakeholders. Throughout the term nominations will be invited and a transparent selection process undertaken to elect Directors to serve the BID. Additional members may be co-opted and professionals attend meetings as required, but will not have voting rights. If a Board position becomes vacant, nominations will be quickly sought.
- Each year, the BID Board will elect a Chair and Deputy Chair from amongst its private sector members. The Chair and Deputy Chair must be Directors of the Company and can be re-elected.
- There will be at least four Board meetings a year to consider and approve the work of the BID.
- Every levy paying business and other organisation making annual financial contributions will be eligible to become members of the company and vote at general meetings.
- Several Working Groups will be established, reporting to the Board and each consisting of a Board Director to drive forward the agreed priorities and programmes of the BID.
- BID Management**
- On a day-to-day basis, the BID will be managed through an Executive Team, led by an Executive Director, who will continue to work hard to support levy payers and deliver the additional projects and services required. The BID may need to purchase professional services such as payroll and IT and commission specific expertise during the term.
- Financial Management**
- The BID Company will monitor financial performance at its Board meetings. The BID will provide its audited statutory accounts and financial statements to Birmingham City Council annually and will work closely with the City Council on matters such as levy collection and related financial management. Financial information will also be available to BID members on request.
- An Operating Agreement between the BID Company and the City Council is agreed and will be in place at the commencement of the new BID term. This governs how the BID levy is collected, administered and handed over to the BID.
- Working in Partnership**
- Retail BID works successfully in partnership with Birmingham City Council, West Midlands Police and other partners on a range of services and projects and this will continue into BID4. The BID also works closely with other city centre BIDs, namely, Colmore BID, JQ BID, Southside BID and Westside BID on many activities to benefit Birmingham city centre as a whole.
- Specifically, the key services provided by the City Council and Police will be baselined at the commencement of the ballot and documents are available upon request. These set out the minimum service standards, which will help to reassure levy payers that their BID levy is funding additional and not baseline services.
- Alterations to Arrangements**
- Provided that the BID is meeting its overall objectives, the BID Board will have the ability to vary service delivery and expenditure allocation to according to the changing demands of levy payers and the business environment. Changes to the BID boundary or to the levy rate plans would however require an Alteration Ballot.



“We take great pride and satisfaction in working with our partners across the city centre to keep our streets safer, more attractive and welcoming for all visitors, residents and businesses. We have high hopes to continue this work in the future.”

Paul Barnett

Operations Manager, Retail BID

VOTE YES

Vote ‘YES’ to ensure Retail BID continues for a further five years

Ballot papers must be received by the Independent Scrutineer, Civica, by no later than 5pm on November 4, 2021

YOUR VOTE COUNTS!



THE NEXT FIVE YEARS **2022-2027**

For general enquiries email:
contact@retailbirmingham.co.uk

Call:
0121 643 3896

Office Postal Address:
Retail BID Birmingham, Level 4, Upper Mall West, Bullring, Birmingham B5 4BU

Online:
retailbirmingham.co.uk
shoppinginbirmingham.com

Twitter: **[@RetailBID](https://twitter.com/RetailBID)**

[@ShoppinginBham](https://twitter.com/ShoppinginBham)

Facebook: **[ShoppinginBirmingham](https://www.facebook.com/ShoppinginBirmingham)**

Instagram: **[ShoppinginBham](https://www.instagram.com/ShoppinginBham)**