

## Statutory Explanatory Notes

March 2015

### What is the Southside BID?

The Southside Business Improvement District (BID) is a precisely defined geographical area within Birmingham City Centre where businesses have voted (in accordance with the Local Government Act, Business Improvement Districts (England) Regulations, 2004), to invest collectively in local improvements to enhance their trading environment.

Between the 4<sup>th</sup> October and 11<sup>th</sup> November 2010, a postal ballot of eligible business ratepayers in the proposed BID area was conducted. A total of 43% voted and of those, 82% voted by number and 85% by rateable value in favour of the proposed BID. Having secured the necessary mandate therefore, **the BID formally commenced on 1<sup>st</sup> April 2011**. Further information can be found at [www.southsidebid.co.uk](http://www.southsidebid.co.uk) and our visitor website [www.enjoysouthside.co.uk](http://www.enjoysouthside.co.uk)

### What does the Southside BID do?

The Southside BID provides a range of new and additional services and projects designed to improve the business environment. Details of the proposed Year One activities are set out in the approved BID Proposal document available on [www.southsidebid.co.uk/proposal-document](http://www.southsidebid.co.uk/proposal-document).

Briefly, the agreed programmes are:-

#### **Southside Streets**

- Cleaner, greener, brighter
  - Street Cleaning – 7 days per week paid for by your BID
  - Floral troughs, hanging baskets and a feature on Ladywell Walk
  - Festive Lighting throughout the district, including Zodiac lights for Chinatown which remain lit until Chinese New Year in February.
  - Carbon reduction projects, including the proposed Green Wall on the A38/Bristol St
- Safer
  - Three dedicated Southside Street Wardens working 86 hours per week total
  - Four dedicated Southside Taxi Marshals who work every Friday and Saturday night until 4am
  - 38 Radios linked to our Street Wardens and to the Police Camera operators
  - 40 businesses linked on Facewatch, an online intelligence sharing tool
  - 28 businesses attending the Southside Pubwatch (chaired by the Electric Nightclub)
- Better connected - Wayfinding and Interpretation
  - 7 brand new wayfinding totems installed around the area, 5 more than Digbeth which is double the size of Southside but lacks a BID.
  - 35,000 walking maps printed and distributed throughout the city listing many of our businesses.

#### **Southside Scene**

- Positive brand and profile
  - Advertising & editorials in local, regional and national press/magazines
  - The services of a professional PR agency to represent the BID and its businesses with over £400K of positive PR & Press generated every year.
  - Southside Businesses featured on [www.enjoysouthside.co.uk](http://www.enjoysouthside.co.uk) [www.investinsouthside.co.uk](http://www.investinsouthside.co.uk) [www.christmasinsouthside.co.uk](http://www.christmasinsouthside.co.uk) all managed and updated by the BID.
  - Consumer newsletter delivered to 1000 Southside consumers and visitors.
  - Over 7000 followers and likes on our Facebook and Twitter Profiles.
- Vibrant and diverse – marketing, promotion and events
  - Logistical and financial support for Chinese New Year, Chinese Moon Festival, Birmingham Pride, Latin American Festival, Eye Candy Arts Festival and Summer in Southside.

#### **Southside Synergy**

- Listening and supportive –
  - Data capture from businesses and visitors – including the sharing of this data with businesses
  - Printed newsletter Southside Spotlight – delivered to 379 businesses and 300 partners every quarter
  - Southside Business News - online newsletter delivered to all businesses and 300 Southside friends.
  - Southside Showcase – bimonthly business network free for Southside levy paying businesses to attend.

- Credible 'voice' – Partnership development and lobbying for Southside
  - Statutory Consultee for Planning Applications in Southside
  - Consultant for Licensing Applications for Southside, assisting business.
  - Attendance on a number of city wide project boards
  - Representing a positive voice for Southside in everything we do.

**Business Management**

- Southside BID Manager and Assistant
- The BID HQ Offices in Hill Street
- Company costs & Overheads

**How is the Southside BID funded?**

The BID's activities are principally funded via a **BID levy** charge of 2.25% of rateable value as at 1<sup>st</sup> April 2015. This charge is payable by business ratepayers and is collected by Birmingham City Council on behalf of the Southside BID.

The funds are then passed to **Southside Business District Limited**, an independent and private sector led 'not for profit' company, to invest on behalf of the business community, in line with the approved BID Proposal.

The estimated total revenue to be raised from the BID levy in 2014 and 2015 is between £300,000 and £330,000. The Team also works hard throughout the BID's term, to secure further funding from other partners and funding streams and for the last three years Southside BID has been in receipt of match funding from the European Regional Development Fund to spend on certain projects.

**How is the Southside BID delivered?**

The BID's activities are delivered by **Southside Business District Limited**, with a Board of Directors directly accountable to the BID levy payers. In line with the BID Proposal, all levy payers are invited to become members of the BID Company.

The **Southside BID Manager**, Julia Chance, is responsible for directing all projects and services and representing the District for the benefit of levy payers.

**How has the BID levy liability been calculated?**

The BID levy is charged at 2.25% of rateable value as at 1<sup>st</sup> April 2015 on all non-domestic properties within the BID area that are listed on the Local Non-domestic Rating List (2014).

The following applies:-

- The annual levy will be apportioned on a daily basis where properties are taken out or brought into the rating list
- No exemptions will be granted for void or partially empty premises
- Charitable organisations in receipt of mandatory charitable relief from rates will receive an 80% allowance
- Hereditaments with rateable values below £10,000 will be exempt from the levy in the BID's first term.

The BID levy is payable for the whole year on the 1<sup>st</sup> April of each year and will be increased each year by the annual inflationary/deflationary factor for local non domestic rate bills as calculated by the Government. We at Southside have decided to **cap this increase at no more than 2%**.

In 2014-2015, the forth year of Southside BID's operation, levy income was £315,261 with private sector contributions raised by the BID team of £72,533, our projected expenditure for the same year was £390,580.

**What is the duration of the Southside BID?**

The BID arrangements commenced on 1<sup>st</sup> April 2011 and will operate for five years until 31<sup>st</sup> March 2016. Before the end of this period, the Southside BID Board of Directors can promote an extension of the BID. This would require a 'Renewal Ballot' to be held.

**Enquiries about payments and accounts can be made by contacting:-**

Birmingham City Council	Telephone:	0121 303 4963
Chief Executive's Directorate	Fax:	0121 464 0554
Resources Department	Email:	bids@birmingham.gov.uk
Revenues and Benefits Division		
PO Box 6637, Birmingham		
B4 7AB		

**Enquiries about the Southside BID and its services can be made by contacting:-**

Southside Business District Limited	Telephone:	0121 643 3720
Second Floor, Gallan House,	Email:	bidmanager@southsidebid.co.uk
32-34 Hill Street,		
Southside		
Birmingham		
B5 4AN		