

**Strategic Report,
Report of the Directors and
Financial Statements
for the Year Ended 31st March 2016**

for

Southside Business District Ltd

**Contents of the Financial Statements
for the Year Ended 31st March 2016**

	Page
Company Information	1
Strategic Report	2
Report of the Directors	6
Report of the Independent Auditors	8
Income and Expenditure Account	9
Balance Sheet	10
Notes to the Financial Statements	11
Detailed Income and Expenditure Account	15

**Company Information
for the Year Ended 31st March 2016**

DIRECTORS:

F Allan
E Barnett
L S Barton
W Du
G J Findlay
P T Garry
C R Gillett
P Holbrook
S Hickin
T H Lawes
J Salmon
H R Simpson
J Wong

SECRETARY:

H E Bates

REGISTERED OFFICE:

C/O Birmingham Hippodrome
Hurst Street
Southside
Birmingham
B5 4TB

REGISTERED NUMBER:

07508452 (England and Wales)

AUDITORS:

Harben Barker Limited
112 High Street
Coleshill
Birmingham
Warwickshire
B46 3BL

**Strategic Report
for the Year Ended 31st March 2016**

BUSINESS REVIEW

About Southside

Southside Business Improvement District was created after a ballot of Southside business was approved in November 2010 by over 80% of the electorate. Southside Business District Ltd, an independent, private-sector led, not-for-profit company, began operations in April 2011. In November 2015, a renewal ballot was successful which extended Southside Business Improvement District for another five years from 2016-2021.

Southside BID is funded by an additional 2% levy on businesses in the area, with additional funding from a variety of public and private sector sources.

What is a BID?

A business improvement district is a defined area where the local business community come together to develop projects and services that will benefit the trading environment within the boundary of a clearly defined commercial area (see www.ukbids.org for more information).

Extra income is levied in the form of a percentage on the rateable value of a property which is reinvested in activities, resources and improvements to the area. This form of funding is a fair and transparent levy on all eligible businesses occupiers within the BID area.

Across the UK there are over 100 BIDs operating and within Birmingham there are currently five successful City Centre BIDs: Westside, Retail Birmingham, Colmore BID, Jewellery Quarter and Southside. The BIDs are supported by Birmingham City Centre Partnership who aim 'to create a world class city centre for Birmingham'.

Southside Board

Paul Garry - Chair. Gallan Group
Cllr Penny Holbrook - Birmingham City Council, Cabinet member for Skills, Learning and Culture
Emma Barnett - West Midlands Police
Lawrence Barton - The Loft Lounge & Birmingham Pride
Wei Du - Ming Moon
Graeme Findlay - Legal and General Insurance
Charles Gillett - Pennycuik Collins
Fiona Allan - Chief Executive of Birmingham Hippodrome
Sara Hickin - British Association of Social Workers
Tom Lawes - The Electric Cinema
Jo Salmon - L&C Commercial Limited The Arcadian
Hina Simpson - Radisson Blu Birmingham
James Wong - Chung Ying Group
Cllr Chaudry Rashid – Birmingham City Council

Southside Team

Julia Chance, BID manager
Zabir Hussain, BID Assistant
Visit: www.southsidebid.co.uk

Come and see us: Southside Business Improvement District Ltd, Gallan House, 32-34 Hill Street, Birmingham, B5 4AN

Telephone: 0121 643 3720

Email: bidmanager@southsidebid.co.uk

Strategic Report
for the Year Ended 31st March 2016

The fifth year of the first five-year term of the Southside Business Improvement District continues to fund projects aimed at improving the local environment, trading conditions, promotion and safety in the Southside area of Birmingham City Centre. I would like to thank all the members of the Southside BID Board for their continued support and in particular the BID team, Julia Chance-Southside BID Manager and Zab Hussain BID Administrator, for their continuing tireless efforts on behalf of all Southside businesses. After a successful renewal ballot in 2015, we look forward to the second term of the BID which will commence 1 April 2016 until 31 March 2021.

Ten pledges

When the BID renewed in 2016, the board agreed 10 pledges to focus the activity of the BID:

1. Improve the public realm by investing in public spaces
2. Maintain a safe and welcoming environment
3. Uphold standards of street cleanliness and where possible, improve those standards
4. Sustain additional investment and added value
5. Make Southside greener and more environmentally friendly
6. Build on local events and their legacy
7. Establish a sense of place in Southside with on street branding
8. Collaborate with other Birmingham BIDs
9. Bring local people and business together with a Southside "Employalty" scheme.
10. Promote 'local first' procurement

The BID delivers these ten pledges through three main strands, each of which are overseen by working groups made up of board members and local business representatives.

Streets:

Improve the visitor welcome and experience by promoting quality environments, customer care and safety in our streets for those who visit, work and live there.

Safer Southside Projects 2015-16

- Southside Street Warden Scheme - 96 hours of warden assistance every week
- Facewatch - free access to online crime reporting and intelligence sharing
- Pubwatch - support for licensed premises to improve safety and security
- City Pastors - 17 dedicated city pastors who work late nights on Saturdays and pay day Fridays.
- Taxi Marshalls - Taxi rank marshalling on, Friday and Saturday nights with extra provision on Bank Holidays.
- Southside PCSO - a dedicated Police resource working in the BID Office with a direct line of communication with Southside businesses
- Training - Chinese Language and Culture plus Hate Crime reporting training for local Police team, Street Wardens, City Pastors and Taxi Marshalls

Cleaner Southside Projects 2015-16

- Litter picking- 7 days a week concentrating on high footfall areas
- Rubbish - Immediate removal of fly posting and fly tipping
- Graffiti - removal reporting service
- Air Quality - A38 Green Wall Project to improve air quality

Brighter Southside Projects 2015-16

- Flowers - Over 100 hanging baskets and flower troughs brighten the district Summer and Winter
- Public Art - Various pieces of public art including the Rhinestone Rhino and the Annatomix Bowie Mural on Dudley St.

**Strategic Report
for the Year Ended 31st March 2016**

- Trees - the management of tree maintenance, replacement and the BID's commitment to ensure Southside becomes even more leafy and green

Better Connected Southside Projects 2015-16

- Way-finding - the funding of 8 totems designed to connect Southside with the rest of the city
- Maps - 90,000 Southside maps printed and distributed throughout the city
- Directions - ask a friendly Street Warden if you don't know where to go (Wardens logged that they gave at least 4.561 sets of directions in 2015)

Lighter Southside Projects 2015-16

- Festive lighting in Southside - Over 70 different lights within the district during the festive period until Chinese New Year

Lighting Projects- Southside Pagoda (Colour changing lighting scheme surrounding the Birmingham Pagoda).

Scene:

Attract new customers and repeat visits by undertaking coordinated and distinctive marketing and promotion.

Projects to give Southside a positive brand and profile

- Over £2.2m PR generated for Southside and its businesses so far
- £2,500 invested in PR in Chinese on social media platforms such as Wechat and Weibo
- www.investinsouthside.co.uk - A Suite of Inward Investment products designed to make Southside attractive for investment, especially Chinese investors
- www.southsidebid.co.uk and www.enjoysouthside.co.uk were both updated and improved in 2015

Projects designed to showcase our vibrant and diverse business district

- Events Programme - including support for festivals such as Birmingham Pride, Summer in Southside and Chinese New Year
- Online presence - dedicated business and visitor websites plus a sizeable following on social media, all promoting your business
- Advertising & Media - various ad campaigns in print showcasing the district and the businesses we represent

Southside Synergy:

To effectively communicate between all Southside businesses, providing opportunities for networking and cross promotion plus lobbying for business specific issues.

Listening and Supportive Southside Projects 2015-16

- One central point of contact - the BID Team working hard to ensure whatever your opening hours you can access help and advice when you need it
- The Southside BID Offices - complete with a fully equipped meeting/training room for up to 35 delegates available free to Southside levy paying businesses (subject to availability)
- Help & Signposting to Grants and Fundraising - so far generated over £275k of grants and assistance to Southside businesses which paid for a variety of business benefits including security, marketing, rates rebates and internet connectivity
- B2B Communications through Southside Spotlight Quarterly Print newsletter and Southside BID Digest fortnightly e newsletter
- Networking opportunities - through the successful lunchtime network Southside Showcase which brings local businesses together (free for levy payers)

Credible 'Voice' for Southside Projects 2015-16

- Businesses' voice represented in issues with Licensing and Planning- Southside is a statutory consultee and as such, our businesses' views matter
- Influencing a number of city/regional groups such as the Birmingham Safer City Partnership, Festivals Committee, Events Team, Transport Forward Planning etc.

**Strategic Report
for the Year Ended 31st March 2016**

- Festival Fund, £200K invested over five years in Southside festivals including Birmingham Pride and Summer in Southside
- Supporting an events calendar, including large scale events such as Birmingham Pride, to small new events such as Latin American Festival at the Arcadian
- Promoting public art, with the Eye Candy festival which seeks to cover Southside in new and exciting public street art
- Southside Visitor Map, 95,000 maps printed and distributed throughout Birmingham, including at the main tourist information centres, New St Station, Grand Central Shopping Centre and every hotel room in the district
- Southside Showcase Business Network, bi-monthly meetings designed to get Southside businesses networking together and selling/supplying to each other
- Invest in Southside brochure, in both English and Chinese language versions designed to increase inward investment in the district
- Southside Business Website www.southsidebid.co.uk
- Southside Business Newsletter - Spotlight. Printed quarterly and sent to each bid levy payer
- Southside Business E Newsletter - dispatched weekly packed with business specific news
- Southside BID HQ, a physical resource and meeting room facility for Southside businesses
- The provision of a range of Southside specific money saving offers for your business
- Southside Leisurewatch which brings licensees together to improve safety and communication between night time economy businesses

ON BEHALF OF THE BOARD:

P T Garry - Chair

19 July 2016

**Report of the Directors
for the Year Ended 31st March 2016**

The directors present their report with the financial statements of the company for the year ended 31st March 2016.

PRINCIPAL ACTIVITY

The company's principal activities are to improve and sustain the Southside Business District as the commercial centre of Birmingham's heart for the benefit of the area's retail, office and commercial activities as well as Chinatown and Gay Village. The BID is focused on achieving a clear identity and profile, high quality and user friendly streetscape, enhanced environmental cleaning and maintenance, a safe and welcoming environment, improved accessibility and wider city centre connections, business networking and community engagement, an effective business led voice and to engage and support businesses.

DIVIDENDS

No dividends will be distributed for the year ended 31st March 2016.

DIRECTORS

The directors shown below have held office during the whole of the period from 1st April 2015 to the date of this report.

E Barnett
L S Barton
W Du
G Findlay
P T Garry
C R Gillett
S Hickin
T H Lawes
J Salmon
H R Simpson
J Wong

Other changes in directors holding office are as follows:

T Ali – resigned 15 June 2015
F Allan – appointed 26 January 2016
S M Griffiths – resigned 19 May 2015
P Holbrook – appointed 4 August 2015
C Rashid – appointed 4 August 2015 and resigned 9 June 2016

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Report of the Directors
for the Year Ended 31st March 2016**

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

The auditors, Harben Barker Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:

P T Garry - Chair

19 July 2016

Report of the Independent Auditors to the Members of Southside Business District Ltd

We have audited the financial statements of Southside Business District Ltd for the year ended 31st March 2016 on pages nine to fourteen. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' Responsibilities set out on page six, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Strategic Report and the Report of the Directors to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31st March 2016 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

P Stanford (Senior Statutory Auditor)
for and on behalf of Harben Barker Limited
112 High Street
Coleshill
Birmingham
Warwickshire
B46 3BL

Date:

Southside Business District Ltd

Income and Expenditure Account
for the Year Ended 31st March 2016

	Notes	2016 £	2015 £
TURNOVER		398,586	439,117
Cost of sales		<u>272,819</u>	<u>263,054</u>
GROSS SURPLUS		125,767	176,063
Administrative expenses		<u>116,185</u>	<u>98,159</u>
OPERATING SURPLUS	3	9,582	77,904
Interest receivable and similar income		<u>120</u>	<u>125</u>
SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION		9,702	78,029
Tax on investment income	4	<u>25</u>	<u>24</u>
SURPLUS FOR THE FINANCIAL YEAR		<u>9,677</u>	<u>78,005</u>

CONTINUING OPERATIONS

None of the company's activities were acquired or discontinued during the current year or previous year.

TOTAL RECOGNISED GAINS AND LOSSES

The company has no recognised gains or losses other than the surplus for the current year and the loss for the previous year.

Southside Business District Ltd (Registered number: 07508452)

Balance Sheet
31st March 2016

		2016	2015
	Notes	£	£
FIXED ASSETS			
Tangible assets	5	0	621
CURRENT ASSETS			
Debtors	6	17,829	41,864
Cash at bank		<u>249,111</u>	<u>185,282</u>
		266,940	227,146
CREDITORS			
Amounts falling due within one year	7	<u>55,065</u>	<u>25,570</u>
NET CURRENT ASSETS		<u>211,875</u>	<u>201,576</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>211,875</u>	<u>202,197</u>
RESERVES			
Income and expenditure account	8	<u>211,875</u>	<u>202,197</u>
	9	<u>211,875</u>	<u>202,197</u>

The financial statements were approved by the Board of Directors on 19 July 2016 and were signed on its behalf by:

W Du - Director

P T Garry - Chair

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31st March 2016**

1. ACCOUNTING POLICIES

Accounting policies

1.1 Basis of preparing the financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

1.2 Income

Income represents the total invoice value, excluding value added tax, of levies due and payable during the year and other income.

1.3 Tangible Fixed Assets & Depreciation

Tangible fixed assets, where expenditure exceeds £500, are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets less their estimated residual value, over their expected useful lives on the following bases:

Fixtures and fittings: over period of initial term of BID (3 years in 2015/16)

IT equipment: 3 years straight line

1.4 Operating Leases

Rentals under operating leases are charged on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

2. STAFF COSTS

	2016	2015
	£	£
Wages and salaries	<u>74,818</u>	<u>69,721</u>

The average monthly number of employees during the year was as follows:

	2016	2015
	<u>2</u>	<u>2</u>

3. OPERATING SURPLUS/

The operating surplus is stated after charging:

	2016	2015
	£	£
Depreciation - owned assets	621	777
Auditors' Remuneration	<u>1,000</u>	<u>1,000</u>
Directors' remuneration	<u>-</u>	<u>-</u>

Notes to the Financial Statements - continued
for the Year Ended 31st March 2016

4. TAXATION

Analysis of the tax charge

The tax charge on the surplus on ordinary activities for the year was as follows:

	2016 £	2015 £
Current tax:		
UK corporation tax	<u>25</u>	<u>24</u>
Tax on investment income	<u>25</u>	<u>24</u>

5. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1st April 2015 and 31st March 2016	<u>2,048</u>	<u>2,689</u>	<u>4,737</u>
DEPRECIATION			
At 1st April 2015	1,639	2,477	4,116
Charge for year	<u>409</u>	<u>212</u>	<u>621</u>
At 31st March 2016	<u>2,048</u>	<u>2,689</u>	<u>4,737</u>
NET BOOK VALUE			
At 31st March 2016	<u>0</u>	<u>0</u>	<u>0</u>
At 31st March 2015	<u>409</u>	<u>212</u>	<u>621</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Trade debtors	7,133	20,856
Other debtors	8,388	18,200
Prepayments	<u>2,308</u>	<u>2,808</u>
	<u>17,829</u>	<u>41,864</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Trade creditors	26,135	17,600
Other Creditors	1,192	1,650
Tax	25	24
Social security and other taxes	2,024	2,208
Deferred revenue	23,659	-
Accrued expenses	<u>2,030</u>	<u>4,088</u>
	<u>55,065</u>	<u>25,570</u>

Notes to the Financial Statements - continued
for the Year Ended 31st March 2016

8. RESERVES

	Income and expenditure account £
At 1st April 2015	202,197
Surplus for the year	<u>9,678</u>
At 31st March 2016	<u><u>211,875</u></u>

9. RECONCILIATION OF MOVEMENTS IN RESERVES

	2016 £	2015 £
Surplus for the financial year	<u>9,678</u>	<u>78,005</u>
Net addition to reserves	9,678	78,005
Opening reserves	<u>202,197</u>	<u>124,192</u>
Closing reserves	<u><u>211,875</u></u>	<u><u>202,197</u></u>

10. OPERATING LEASE COMMITMENTS

At 31 March 2016 the company had annual commitments under operating leases as follows:

	2016 £	2015 £
Between two and five years	-	7,500

Notes to the Financial Statements - continued
for the Year Ended 31st March 2016

11. TRANSACTIONS WITH DIRECTORS

During the period, the following transactions took place with third parties, with whom Southside Business District Limited shares mutual management and directors:

Director Name	Member Company Name	Value in Year £	Value in Prior Year £
S M Griffiths	Birmingham Hippodrome Theatre Trust Limited - Purchases	21,705	25,423
	Birmingham Hippodrome Theatre Trust Limited - Sales	0	0
J Salmon	L & C Commercial Limited - Sales	0	0
P T Garry	Gallan Developments Limited - Purchases	10,065	10,000
T H Lawes	EC Birmingham Limited	0	0
L Barton	Birmingham Pride (Pride (UK)) Ltd Purchases & The Loft Lounge	0	3150

Detailed Income and Expenditure Account
for the Year Ended 31st March 2016

	2016		2015
	£	£	£
Rates Levy & Contributions		398,586	439,117
Cost of sales			
Street Wardens	68,764		72,475
Street Lighting	19,579		31,761
Taxi Marshal's	33,906		29,610
Way-finding	18,025		0
Business Crime Initiative	1,765		7,172
Other Costs	174		1,558
Marketing & Promotion	72,915		86,441
Repairs & Renewals	-		-
Street Cleaning	20,274		15,151
Initiatives & Lobbying	637		10,857
Green Project	<u>36,781</u>		<u>8,029</u>
		<u>272,819</u>	<u>263,054</u>
GROSS SURPLUS		125,767	176,063
Other income			
Deposit account interest		<u>120</u>	<u>125</u>
		125,887	176,188
Expenditure			
Office Rent	10,000		10,000
Other Office Costs	2,662		2,370
Insurance	1,113		1,113
Wages	74,818		69,721
Telephone	3,451		2,834
Post and stationery	773		1,057
Travel & hospitality	4,270		1,798
Training	-		228
Audit & Accountancy	7,531		7,423
BID Renewal expenses	10,808		-
Legal fees & BID Renewal	<u>-</u>		<u>750</u>
		<u>115,426</u>	<u>97,294</u>
		10,461	78,894
Finance costs			
Bank charges		<u>138</u>	<u>88</u>
		10,323	78,806
Depreciation			
Fixtures and fittings	409		410
Computer equipment	<u>212</u>		<u>367</u>
		<u>621</u>	<u>777</u>
NET SURPLUS		<u>9,702</u>	<u>78,029</u>

