

# Southside



## Southside BID Consultation Event 2

17<sup>th</sup> March 2010

## Today...

- Feedback from Consultation Event 1 in January
- Jenny Inglis – Birmingham City Centre BIDs
- Stuart Griffiths – ‘Southside Spirit’
- Draft Budget
- Jeffrey Yap / David Cox – Benefits of a BID for the Southside business community
- A chance to ask questions and networking

# Southside

## Consultation Event 1

- 27<sup>th</sup> January at The Radisson Blu
- Well attended and positive
- Continued debate on Southside
- Feedback.....



# Southside

**I ♥ MY** Southside because...

- of its prime location and broad spectrum of businesses
- it provides a relatively safe and secure leisure & business environment
- it's exciting, attractive & friendly
- it stands out for its different cultures and specialities
- it has a strong retail sector
- it provides a multicultural & cosmopolitan leisure offering to all visitors
- with new residential apartments, the area has started to improve

# Southside

If I could make **Southside** better, I would...

- bring the business community together more often
- use the BID to support the movement for a Chinese Arch
- increase the number of tourists in the area and improve the image of China Town
- increase the marketing to get more people into the area
- improve the street lighting in the District, particularly some of the back streets and alleyways
- market Southside as Birmingham's West End

# Birmingham City Centre BIDs

And how Southside might achieve the same...

Jenny Inglis

City Centre Director, Birmingham City Centre Partnership





## What is a BID?

- 'A Business Improvement District is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements and additional services to enhance their trading environment'
- **Business** – private sector led + key partners/stakeholders
- **Improvement** – issues + opportunities, added value, regeneration
- **District** – scale, coherence, environment, management

## Advantages

- Builds on success
- Addresses issues in trading environment/public realm
- Reduces 'freeloading'
- Provides sustainable funding / 100% 'ring fenced'
- Allows leverage / long term investment

# Southside

## Retail BIRMINGHAM

www.retailbirmingham.co.uk



# Birmingham



## Broad Street BID

- ❑ 2005 – 2010
- ❑ Budget over the five year term in excess of £1.7million
- ❑ Variable levy of .5%, 1% and 2%
- ❑ Voluntary contributions of around £28,000 per annum
- ❑ Board of 15 Directors / 277 levy payers
- ❑ Cleaner, greener, safer streets
- ❑ High profile marketing campaigns eg 'Walk of Stars'
- ❑ Successful Renewal Ballot in November 2009
- ❑ New budget in excess of £2 million over the 5 years
- ❑ Ballot results:-

	2005	2009
+ by number	94%	92%
+ by RV	96%	97%
Turnout	65%	58%



# Southside

## Retail Birmingham BID



- ❑ 2007 – 2012
- ❑ Ballot: 69% by number, 62% by RV, turnout 49%
- ❑ Budget over the five year term in excess of £5 million
- ❑ 1% levy
- ❑ Voluntary contributions in excess of £150,000 per annum
- ❑ Board of 22 Directors / 415 levy payers
- ❑ Focus on marketing, street operations and business support
- ❑ High profile events – Style in the City and Style Awards with fantastic press coverage
- ❑ Renewal ballot in Autumn 2011



## Colmore Business District

- ❑ 2009 – 2014
- ❑ Ballot: 87% by number, 90% by RV, turnout 50%
- ❑ Budget over the five year term in excess of £3 million
- ❑ 1% levy, capped at £25,000
- ❑ Board of 18 Directors / 614 levy payers
- ❑ Specific programmes:-
  - Cleaner, greener and attractive
  - Accessible and connected
  - Branded and promoted
  - Safe and welcoming
  - Networked and community engaged
  - Business led and managed
- ❑ First year ends on 31<sup>st</sup> March 2010





New Street Station

Bullring

KEY

Proposed Southside BID area



Radisson



Hippodrome

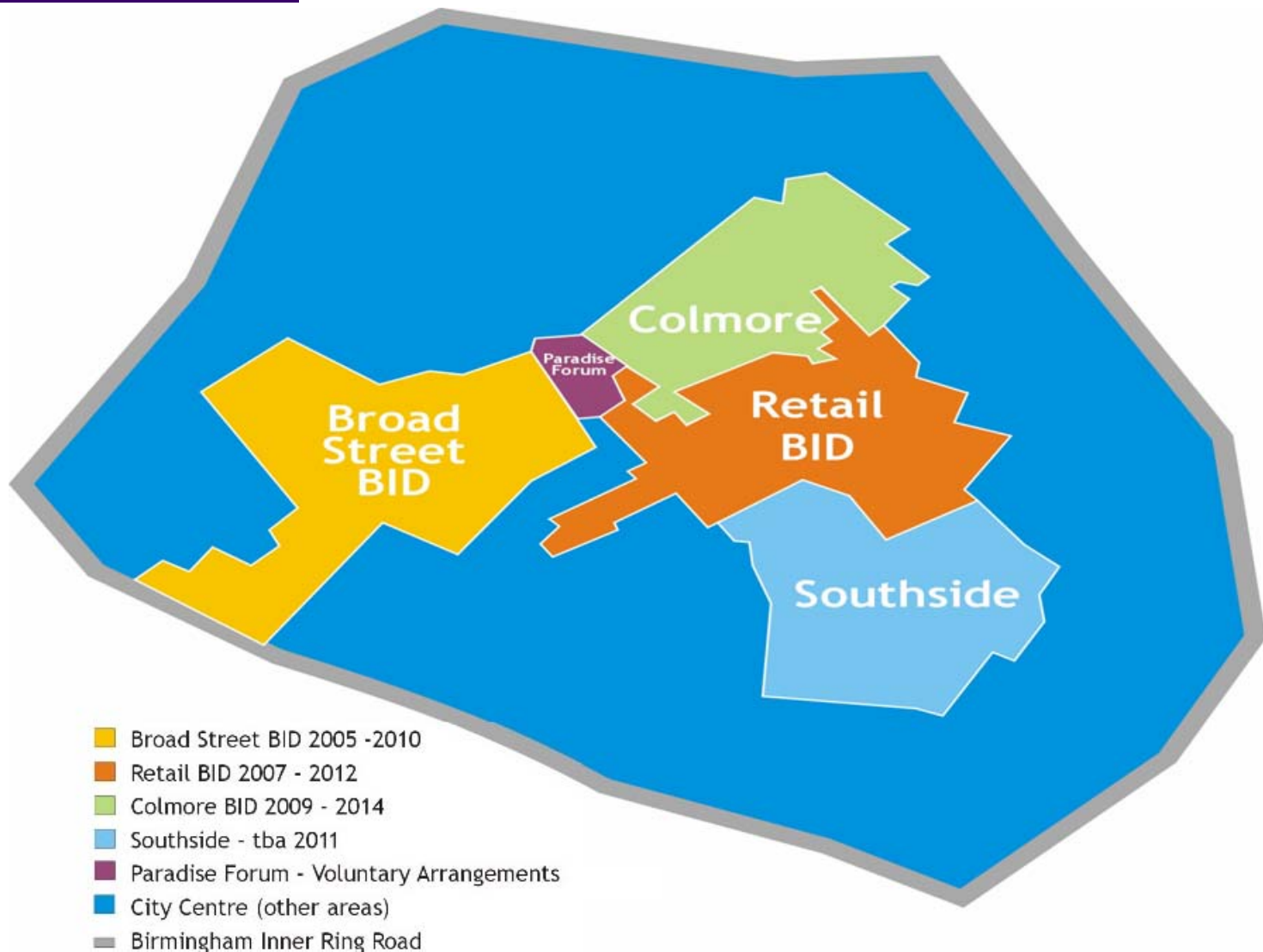
Arcadian Centre

Wholesale Markets

O2

Southside

E-tap Hotel



## BIDs Working Together!

- ❑ BIDs / developing BIDs are represented on BCCP Board
- ❑ Communication and consultation on key issues, events etc.
- ❑ Joint working between BIDs eg Purple Flag success!
- ❑ Economies of scale eg deep street cleaning contract



Southside

# Southside Spirit

Stuart Griffiths

Chair - Southside Steering Group  
Chief Executive, Birmingham Hippodrome



# Southside Good News Stories...

## Great expectations

Birmingham Royal Ballet honoured in the South Bank Show Awards

OPENING  
MARCH 2010

THE  
urbankitchen

HURST STREET, BIRMINGHAM (OPPOSITE TESCO EXPRESS)

BURGERS // PIZZAS // KEBABS // SALADS // SANDWICHES //

## New lease of life at Gallan

BIRMINGHAM-based Gallan Group has made a storming start to 2010 with two high-profile office lettings in the city centre.

The entrepreneurial family property specialist has let two floors of St George House in Hill Street, opposite New Street station, to Teach First, a charitable education business Partnership, and former

London-based marketing company KMS Promotions.

Marty Gallagher, Director of Gallan, which is also based in St George House, said: "The building is in a very convenient location and coupled with extremely flexible rental terms is attracting a great deal of interest. We are delighted to welcome these two companies."

David Stephens, Director of Operations at Teach First which encourages high quality teachers to work in challenging schools, said: "Gallan has been immensely helpful in getting us into an office space in Birmingham that really works for us."

"Teach First region will be from this ne

Hundreds enjoy Chinese New Year celebrations in Birmingham

Feb 15 2010

[Add a comment](#)

[Recommend \(1\)](#)



Wholesale change planned at Birmingham markets

Dec 24 2009 By Paul Dale



Green light for city nightlife in purple flag win



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# New Street Station



Connections to city centre core, access and signage and building on the New Street redevelopment gateway

# Southside

## ... and the not so good news...

- Bars closing
- Impact of the recession
- The environment
- Anti-social behaviour



### Another Brum gay bar closes

POSTED: Wed 3 February 2010

Another bar in Birmingham's Gay Village has closed down after the owner declared that the business was insolvent, a staff member has confirmed.

### Long-established gay venue to close

POSTED: Wed 27 January 2010

Birmingham Gay Village venue Route 2 will close on Friday 29 January, according to its owners Mitchells & Butlers.

## BIRMINGHAM POST.net

### Man arrested after several injured at Birmingham's Mr Egg takeaway

Dec 2 2009



[Recommend](#)



BIRMINGHAM

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### 800 West Midlanders devastated by training group collapse

Feb 9 2010 by Jon Griffin, Birmingham Mail

[Add a comment](#)

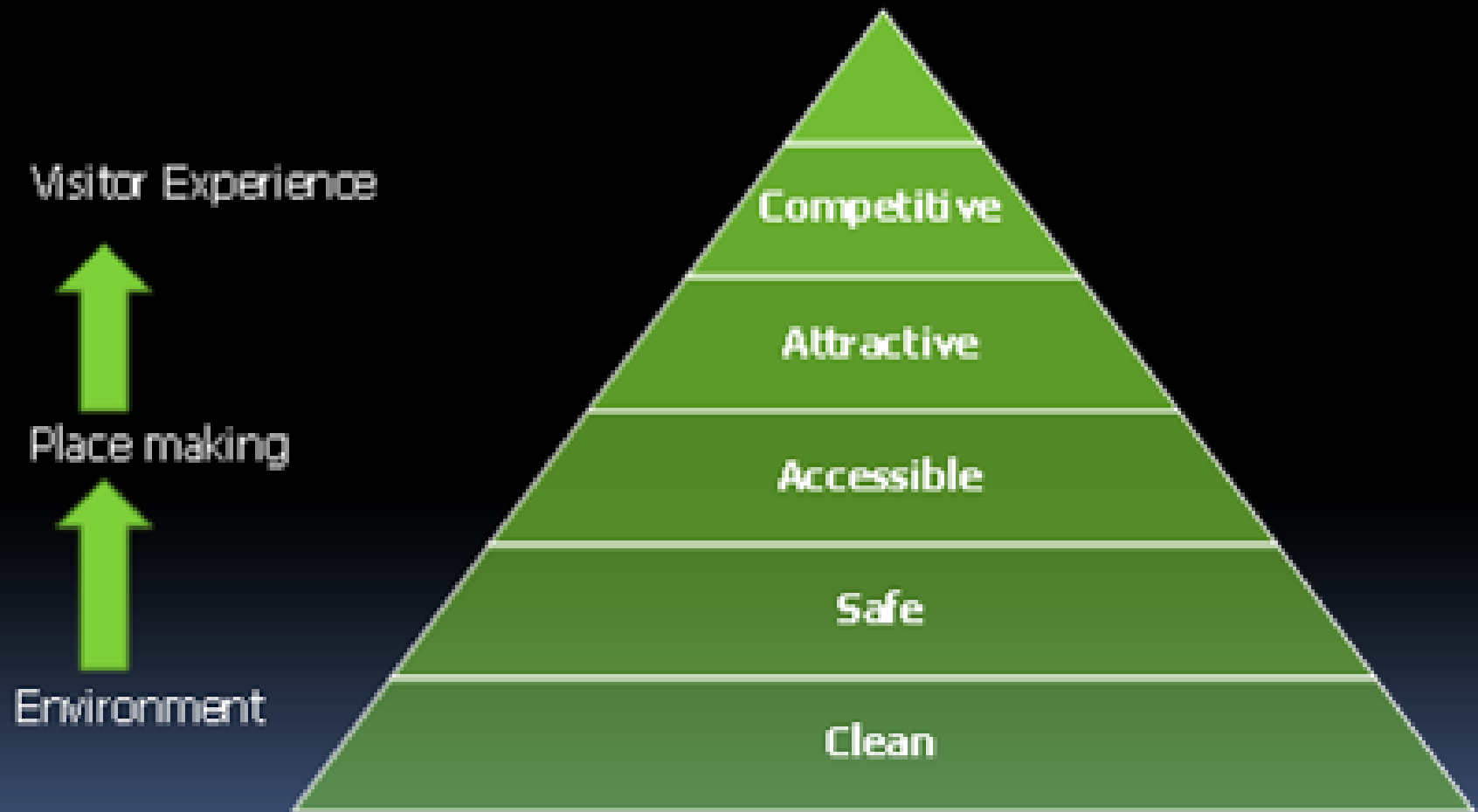


# Southside

# Poor images

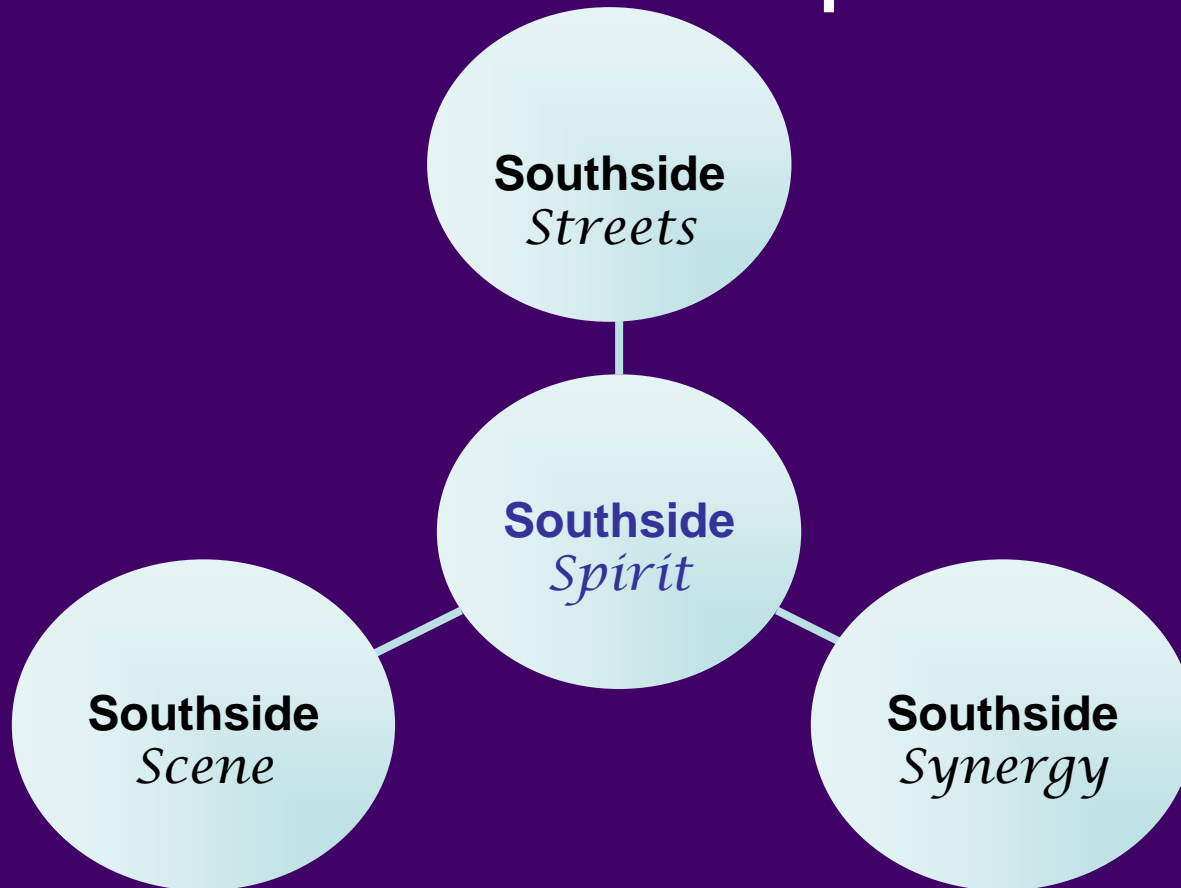


# Adding value



Southside

# Southside 'Spirit'



## Southside *Streets*

- **A cleaner, greener, brighter Southside**  
Pavement deep cleans, planting/floral displays, decorative lighting, public art, better waste management and lower emissions, vacant premises/sites enhancement
- **A more welcoming Southside**  
Street Wardens to welcome, inform and guide, improved lighting, signage and visitor information, Taxi Marshals, Business Crime Initiative
- **A better connected Southside**  
Improved visitor information and signage to key locations both within and outside the District



## Southside *Scene*

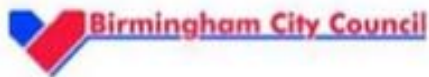
- **A positive brand and profile for Southside**  
To capture the distinctive characteristics and components of the present and evolving District
- **A vibrant and diverse Southside**  
Co-ordinated marketing to develop a rich mix of existing and new events, attractions and animations suited to individuals, families and businesses



# Southside

## Southside *Synergy*

- **A listening and supportive Southside**  
Increased flow of information, intelligence and services to business members via web based channels, newsletters and events
- **A credible 'voice' for Southside business**  
Partnership development, business to business networking, lobbying and public relations to increase the influence and impact of the BID, secure additional resources and resolve issues affecting business members



## Now for some statistics...

- The current number of eligible units in the area is **313**
- Total rateable value for the area is **nearly £20 million**
- A property with a £20,000 RV at 2% per annum would pay £7.69 a week
- A 2% annual levy would raise approximately **£385,000**
- Over 5 years this would mean **nearly £2 million of extra investment!**



## Remember...

BID Levy expenditure.....

Does not replace Council services

Does not remove Council services

Does not duplicate Council services

It has to be **additional**

## What next?

Consultation:	January – May 2010
Next event:	Tuesday 20 <sup>th</sup> April 2010 3 – 5pm at The Loft Lounge
Launch of Proposal:	September 2010
Ballot:	4 <sup>th</sup> Oct. to 11 <sup>th</sup> Nov. 2010
If "Yes", BID starts:	1 <sup>st</sup> April 2011



## Evening Economy Co-ordinator

- Funded by the Home Office through the Safer Birmingham Partnership
- Conducted by Nigel Peardon, supported by Tony Hazel, City Centre Street Warden
- Visits being made to bars, restaurants and clubs - first hand experience of local issues and exploring potential opportunities for a BID
- Responses so far around 'making the streets brighter and more welcoming for visitors' and 'undertaking co-ordinated promotion of the diverse range of venues and attractions'
- The Southside 'Out and About' consultation continues during March. Speak to Nigel – here today!



## Endorsement



**David Cox** - Birmingham, China Town Lions

- The Broad Street BID has shown how this model can give business operators the opportunity and finances to improve their immediate business surroundings.
- Worked straightaway to make Broad Street a “brighter, cleaner, safer” place to visit
- Working environment greatly improved by the tree lighting, Street Wardens and floral displays
- Encourage Southside businesses to do the same!

# Southside Chinese Arch?

Ladywell Walk - example images of possibilities



Steering Group formed

BID can help promote



Over to you!

Questions?

## And finally.....

- Please complete and hand in your questionnaire - we want to hear your views!
- Feel free to stay on, ask more questions of the Team and speak to your 'neighbours'
- Hope to see you on 20<sup>th</sup> April at The Loft Lounge!
- Show your support!



Southside

# Thank you!

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