

Southside Spotlight



Birmingham's most vibrant and diverse district: embracing Hurst Street, The Arcadian, the Chinese and Gay Quarters.

Southside businesses get into the 'Spirit'

Welcome to Southside Spotlight Newsletter number 3. We would like to thank those of you who are helping us to shape the Southside BID Proposal by attending our Consultation events, meeting with members of the Steering Group or by completing our questionnaires. Your input is vital at this important stage.

Our most recent event at Chung Ying Garden Restaurant on 17th March was very well supported with over 60 in attendance, and extra chairs having to be brought in! At the event, businesses and our many partners learned of further developments towards the Southside BID...

Stuart Griffiths, Chair of the Southside Steering Group unveiled the proposed objectives and projects underpinning the 'Southside Spirit' (see overleaf) and Jenny Inglis, City Centre Director reminded

everyone of the benefits and success that BIDs can bring.

Jeffrey Yap of the Chinese Festival Committee and David Cox from Birmingham China Town Lions also gave personal endorsements to a BID for Southside.

The presentations were met positively and questionnaires completed on the day confirmed the need to improve street cleanliness and safety in the area, with a lot of support coming through for a Team of Street Wardens in Southside.

Many, many thanks to our host, James Wong for helping us to make the day such a success! James said; 'I was delighted to show my support for the Southside BID by hosting the second Consultation Event here. Whilst already an established destination in Birmingham, the Chinese Quarter and Southside stand to benefit tremendously from developments already planned, such as the New Street Gateway and the Wholesale Markets site. A BID will ensure that we all work together to maximise these opportunities and bring about even further improvements. I will certainly encourage businesses I know in the area to support the BID!'

There is still much to do before we finalise our BID Proposal in the early Summer and we are relying on your continued involvement and support in the coming weeks. With this in mind, please do come to our next event at The Loft Lounge on 20th April where we can update you further on our emerging proposals.

IMPORTANT NOTICE

PLEASE HELP US TO HELP YOUR BUSINESS...

We need to work with your business on our proposals for the Southside BID.

It is vitally important therefore that we are speaking to the 'right' person.

We need to know full contact details of the person who can represent the needs and views of your business and will be entitled to vote in the ballot being held in Autumn 2010. This could be a Business Owner, General Manager or Director.

If you haven't given us this information already, we need to hear from you.....NOW!!

Please spare just a few minutes of your time to contact:

Martin Mountford,
Birmingham City Centre Partnership,
t: 0121 616 2382 f: 0121 616 1629
e: martin.mountford@birmingham.gov.uk

To find out more visit the Southside website: www.southsidebid.co.uk



David Cox from Birmingham China Town Lions and James Wong of Chung Ying Garden Restaurant



Southside BID is shaping up

Feedback from local businesses is helping to shape proposals for the Southside BID. Thank you to those who have already contributed. To those who have yet to attend a consultation event, details of the next event are included in this newsletter. If you would prefer to meet separately with a member of the team, this can be arranged. Either way, call or email now!

Support for the BID is coming from a wide range of businesses. Business owners, managers, property owners and developers are flagging up issues and opportunities they see as important to the future of Southside. Your enthusiasm and priorities are driving the BID forward... driving a new **Southside Spirit!**

The BID's principal aim over the first five years could be summarised as...

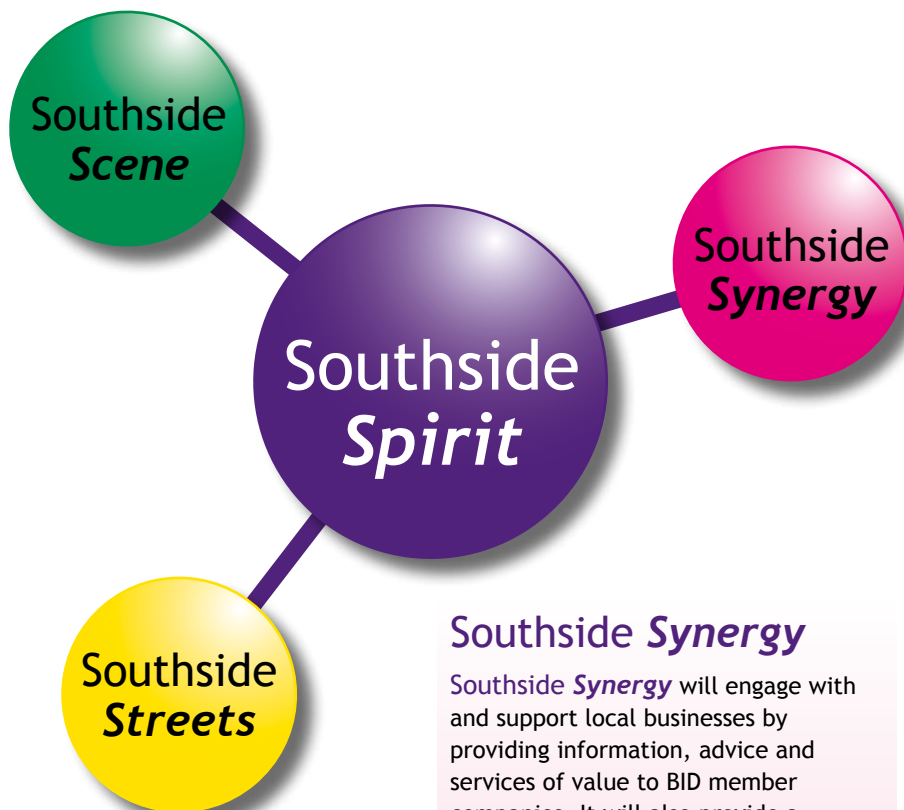
To realise Southside's potential as a primary city centre visitor destination for leisure, entertainment, hospitality and speciality shopping and as an attractive investment location for business, commerce and development.

The BID would work to achieve this by focusing on three complementary initiatives

Southside Scene

Southside Scene will attract new customers and repeat visits by undertaking coordinated and distinctive marketing and promotion. We aim to do this through:-

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



Southside Streets

Southside Streets will 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. We aim to do this through:-

- **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 safer 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 Synergy

Southside Synergy will engage with and support local businesses by providing information, advice and services of value to BID member companies. It will also provide a credible business 'voice' for Southside and work with partner organisations on key developments and issues of importance to businesses. We aim to do this through:-

- **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, networking, lobbying and public relations to increase the influence and impact of the BID, secure additional resources and resolve issues affecting business members

All of this could be achieved by businesses voting 'yes' in the ballot later this year. Following further 'number crunching', a 2% levy contribution could result in an annual investment for the benefit of Southside of approximately £370,000.

Let us know what you think! Southside Spirit... it's your BID!

BID Basics

What is a Business Improvement District (BID)?

- A defined area within which the local business community work together to collectively invest in projects and services to improve the business environment
- An independent business-led 'not for profit' company committed to delivering services **additional** to those provided by public authorities
- A fair and transparent 'levy' on all eligible occupiers within the BID area, complemented by additional voluntary contributions from other stakeholders including property owners and developers
- A ballot with a majority 'YES' vote required, both by number and rateable value, for the BID to be implemented
- A five year initial term, after which a renewal ballot becomes necessary

Consultation Event 3 The Loft Lounge (Bromsgrove Street)

Tuesday 20th April 2010
3pm to 5pm

We are holding our third consultation event at The Loft Lounge, 143 Bromsgrove Street, starting with networking at 3pm. Presentations on how the BID could benefit you and your business will commence at 3.30pm.

We still want to hear from you on the issues affecting your business environment and how your BID could help, so sign up to our third consultation event and we'll see you on the 20th April.

Places are limited so please
book your place in advance with
Yvonne Mallon on 0121 616 2647
or by email on
yvonne.mallon@birmingham.gov.uk

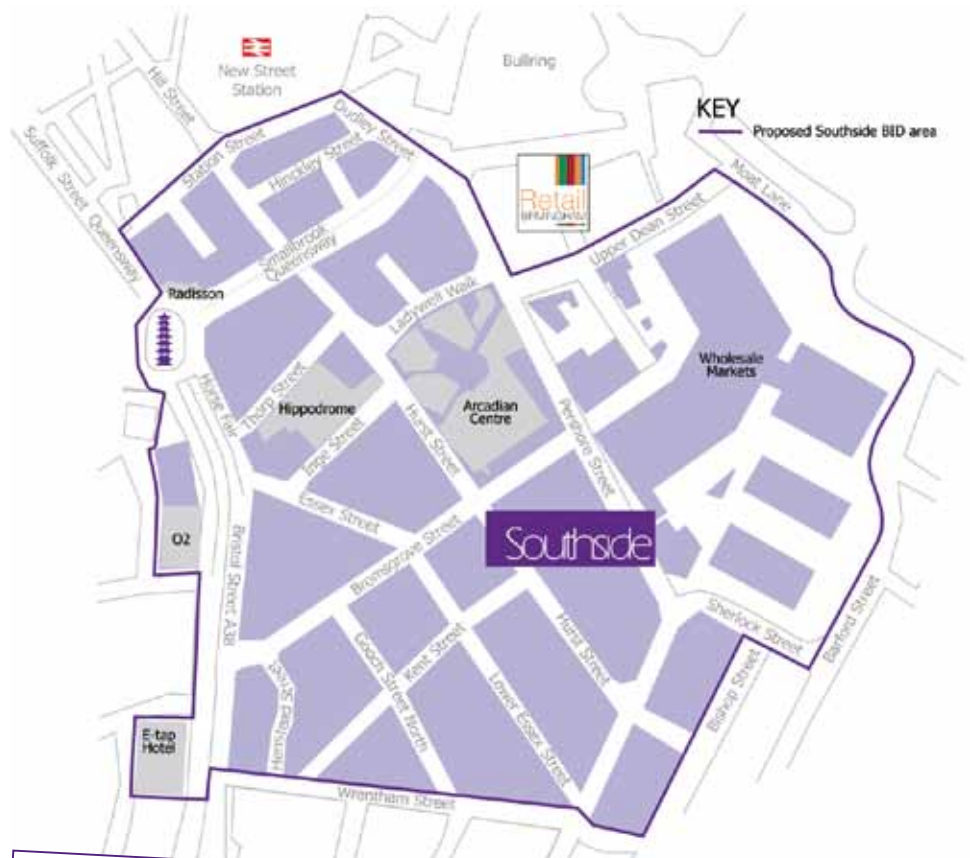
The Loft Lounge

Why should I pay more?

Although your business rates are collected by the City Council, it is Central Government that receives the proceeds. You have no control over how this money is allocated and spent. The relatively small additional BID levy you would pay will be 100% reinvested in the Southside area by your BID Company. In addition, the BID can seek voluntary contributions from other stakeholder businesses and organisations with an interest in the Southside BID including property owners and developers.

Timetable

- To late Spring 2010 - Consultation and discussions with Southside businesses
- September - Launch of Southside BID Proposal
- October/November - Official ballot of Southside businesses
- April 2011 - Southside BID commences - subject to 'Yes' vote!



身為伯明翰市 Southside Steering Group 的其中一員,本人相信 BID 計劃是值得推崇的. 此計劃能使商家們創造更多的商業機會,以致回饋於 Southside BID 社區. 當我們為我們的員工及顧客們營造一個清潔,和諧及安定的社區的同時,也希望藉此促使更多觀光客及旅行團到訪伯明翰唐人街,使其形成良性發展.

倘若您想更深一步了解有關 BID 計劃,敬請於 2010 年 4 月 20 日 (星期二),下午 3 時 出席假以下地址的例會:-

The Loft Lounge, 143 Bromsgrove Street, Birmingham

David Cox, Birmingham China Town Lions

Birmingham Royal Ballet's 20th Anniversary Gala Gets Royal Seal of Approval

His Royal Highness, The Prince of Wales, President of Birmingham Royal Ballet, visited the company at The Birmingham Hippodrome on 10th March 2010. HRH and The Lady Sarah Chatto, Vice-President of Birmingham Royal Ballet, attended the company's 20th anniversary gala commemorating the company's move from London in 1990 (then known as Sadler's Wells Royal Ballet). The evening performance at the company's home theatre, celebrated the work of the company including out-reach work and its international tours.

Sponsored by The Bullring, the '20 Years Celebration' highlighted scenes from Birmingham Royal Ballet's most memorable repertoire. Along with multimedia presentations that commemorate the company's local, national and international achievements over the last two decades, excerpts from *The Nutcracker*, *Romeo and Juliet*, *Carmina Burana* and *Ballet Changed My Life: Ballet Hoo!* were included.

The Gala kicked off an exciting array of productions to mark Birmingham Royal Ballet's time in the city. Birmingham Royal Ballet's Director David Bintley said; 'It's our 20th anniversary, so it's a celebration of the past 20 years, and looking towards the future'.



HRH The Prince of Wales meeting Birmingham Royal Ballet dancers including Artists Jade Heusen and Laura Davenport, both dancers trained at the company's Associate School, Elmhurst School for Dance in Birmingham.

Hurst Street gets a 'makeover'

The Gay Village Environmental Improvement scheme is nearing completion and is due to be launched before the Pride festival in May 2010.

The £600,000 project is funded by the City Council's Big City Plan Initiatives fund with contributions from Taylor Wimpey and the Arts Council.

The focus of the works has been to extend the number of trees and to lay new paving

along Hurst Street in order to create a new heart for the Gay Village focussed on the cluster of bars and clubs on Hurst and Kent Streets.

Wider pavements will provide opportunities to expand outdoor cafe bar seating which will bring a new vitality to the area. Brighter street lighting with blue feature lanterns will complete the project.

BID Champion & Steering Group Chair, Stuart Griffiths
Birmingham Hippodrome: StuartGriffiths@birminghamhippodrome.com

Working Partner: Birmingham City Centre Partnership
Julie Moss: julie.m.moss@birmingham.gov.uk 0121 616 2494

MANY THANKS to Birmingham City Council, BHM Marketing, Said Khan and Roy Smiljanic for photography and images they kindly provided.

Produced by BHM Marketing, 37 Bennetts Hill, Birmingham

Southside's Looking Brighter!



The trees that line Smallbrook Queensway in Southside are now adorned with close to 20,000 low energy consumption lights. Installed by Birmingham City Council as part of their lighting programme, the lights help to make the area feel safer and more welcoming at night for visitors and those who work and live in the area. For the technical amongst us, 90% of the lights emits from the tip of the LED (Light Emitting Diode), which reduces light pollution overspill.



This year's Pride event takes place over the Spring Bank Holiday weekend 29th and 30th May. Join 70,000 visitors in Birmingham's Gay Village in the heart of Southside for entertainment, funfair rides, a Carnival Parade, 'Pride's Got Talent' and much more. The event will be supported by over 15 gay bars and clubs in the area. Visit www.birminghampride.com for more information.

Hurst Street: Before and After

