

# Southside Spotlight



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

## The shape of things to come

### Welcome to Southside Spotlight Newsletter number 5.

Formal consultation on the proposal for a BID for Southside ended at our final event at the Holiday Inn, Birmingham City on 23rd June.

In addition to the informative presentations by Stuart Griffiths, Chair of the Southside Steering Group and Jenny Inglis, City Centre Director, guest speaker, Gary Cardin, Chair of the Colmore Business District BID spoke of the BID's activities and achievements during its first 12 months of operation.

Gary urged the businesses in attendance to vote for a BID for Southside, to bring about similar success to the area and really capitalise on future opportunities, including the New Street Gateway and the development of the Wholesale Markets site, through closer collaboration and partnership working,

Just on the New Street Gateway, preparatory works have already commenced, and, over the next couple of months, you will notice the careful demolition of Stephenson Tower, corner of Station Street - a major step forward to opening up many opportunities for Southside from the Gateway project.



Bora Sayar

Many thanks to Bora Sayar, General Manager, Holiday Inn, Birmingham City for hosting our final event and for the plentiful supply of bacon rolls and coffee. Speaking after the event, Bora said; "I was delighted to host the final Southside Consultation event, here at the Holiday Inn. I have been a great supporter of a BID for the area for many years and it's great to see the possibility becoming ever closer. I am doing all I can to promote the BID with the business contacts I have in the area."



New Street Station - South elevation - Now!



New Street Gateway - with 'Spanish' Steps

## Southside BID wins City Council backing



Our proposal to establish a BID for Southside is another step closer, after gaining overwhelming support at the City Council's Cabinet meeting on 26th July 2010.

As well as backing the BID, Cabinet agreed a package of support to cover the set up costs and running costs of the BID levy collection as well as picking up the cost of the levies on the nine City Council properties in the proposed BID area. The total value of this support is estimated at over £275,000 during the five year life of the BID.

Speaking of his support for the Southside BID, Councillor Timothy Huxtable, Cabinet Member for Transportation and Regeneration said; "I am optimistic that all local businesses will recognise the positive differences and additional improvements a BID will bring to the Southside area, creating BID number 6 for Birmingham!"

The City Council will also continue to provide existing services and support in the area, such as waste management and highway services and these will be baselined and valued at the commencement of the BID.

**Southside  
BID Proposal  
Launch**

Tuesday 7th  
September 2010

Look inside  
for further  
information...

Southside

## Get Ready for The Launch!

The BID Proposal for Southside is now being finalised ready for launch in September.

We would like to thank all those businesses who have helped shape the Proposal, through your input and comments made at our many meetings and Consultation events. Your enthusiasm and priorities are really driving the BID forward....driving a new Southside Spirit! This is vital in ensuring that the BID Proposal works for you and your business



Just before we go to print, here's a reminder of the key elements of your Southside BID Proposal...

The BID's principal aim over the next five years is to optimise Southside's potential as:

- A primary city centre visitor destination for leisure, entertainment, hospitality and speciality shopping
- An attractive investment location for business, commerce and development
- An effective business community, organised, focused and resourced for the promotion and betterment of the area

The BID will work to achieve this aim by focusing on three complementary initiatives...



## Launch of the Southside BID Proposal

Tuesday 7th September 2010

5.30 for 6.00 pm

The IMI Suite, Birmingham Hippodrome

To book your place, contact Yvonne Mallon on 0121 616 2647

or by email on [yvonne.mallon@birmingham.gov.uk](mailto:yvonne.mallon@birmingham.gov.uk)

Attend the Launch and have the opportunity to win a pair of tickets to 'Blood Brothers' showing at the Birmingham Hippodrome in October.

城南企業改善區提案發佈會

2010年9月7日星期二

5.30恭候6.00開始

伯明翰Hippodrome The IMI Suite

報名請聯絡Yvonne Mallon,

電話: 0121 616 2647

或電郵:

[yvonne.mallon@birmingham.gov.uk](mailto:yvonne.mallon@birmingham.gov.uk)

出席發佈會, 並有機會贏得兩張10月在伯明翰Hippodrome劇院上演的 'Blood Brothers' 門票

## 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

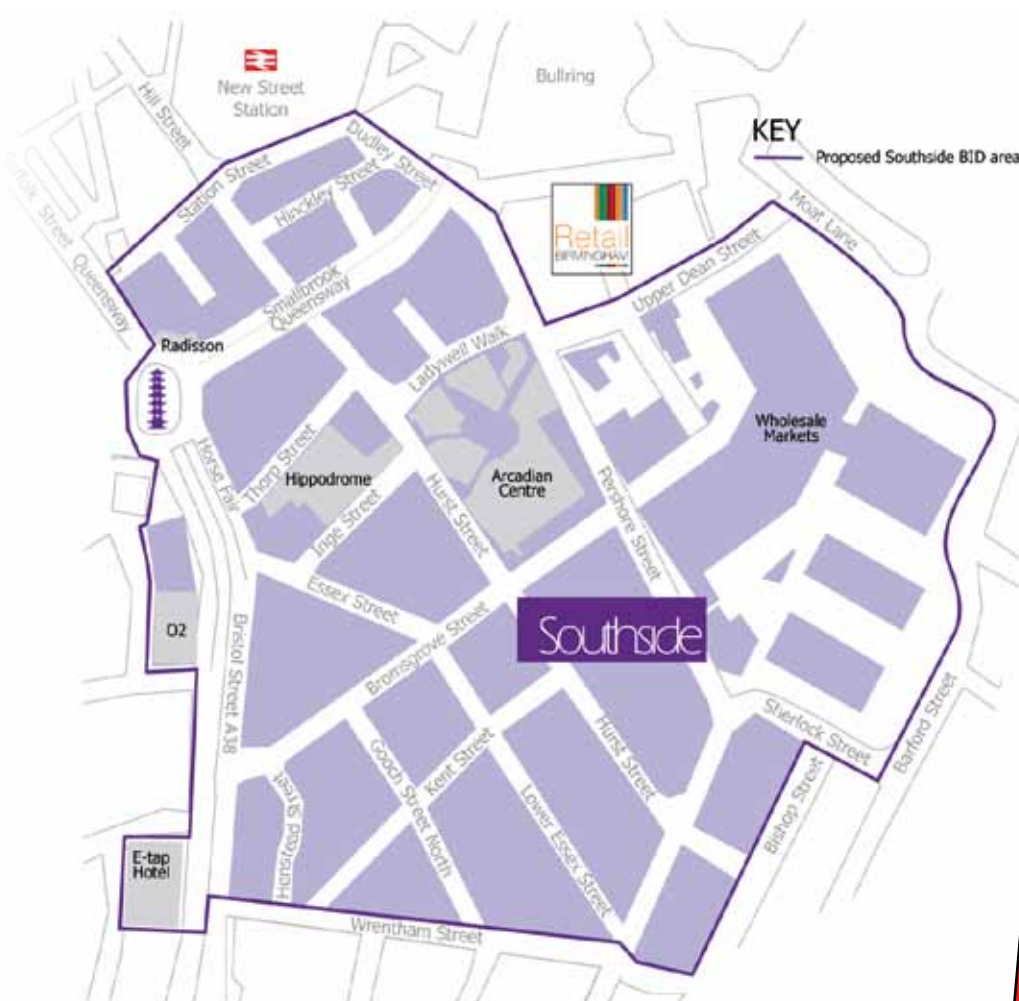
## Why should I pay more?

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.

**The additional projects and services identified during consultation with eligible businesses can be delivered through a 2% levy on rateable value, creating an annual budget of at least £350,000, that's about £1.75 million over five years, all for the benefit of Southside!**

## Timetable

- 7th September  
Launch of Southside BID Proposal
- 24th September  
Notification of Ballot sent to all eligible business voters
- 4th October  
Ballot papers despatched
- 11th November  
Ballot closes
- 12th November  
Declaration of Ballot result
- 1st April 2011  
Assuming a successful BID Ballot, the Southside BID formally commences for five years



In October, your business will have a unique opportunity to vote for improvements in your area...to make a real difference...to make it happen!

**HELP MAKE IT HAPPEN**

**VOTE YES!**

## Best Bar None - Southside Businesses Shortlisted



The short-list has been announced and Southside is well represented in all the relevant categories for the Best Bar None Awards 2010!

In the City Centre Bar category, Lakota at The Arcadian has been short-listed and last years Best City Centre Pub, the Dragon Inn has been short-listed again! In the Independents Category, The Loft Lounge in Bromsgrove Street has been short-listed.

Southside is also very well represented in the Hotel Bar category, evidencing the changing face of Southside. Six hotel bars have been short-listed altogether and the Bar at the Radisson Blu goes head to head with the Albany Bar at the Holiday Inn, Birmingham City on Smallbrook Queensway in this hotly contested category.

Newcomer, O2 Academy on Horsefair has been short-listed in the Nightclubs category.

All of these venues were accredited for meeting the Best Bar None standard, which recognises excellent management by licensees, so well done to them all. They are clearly putting public safety at the heart of their business, and achieving accreditation is reward indeed. The short-listed venues will also be entered for the BRMB Birmingham's Choice Award - last year, The Loft Lounge came a worthy runner up in this category!

All will be revealed on 16th September 2010 at the Awards Ceremony at The ICC. Good luck everyone!



Birmingham Hippodrome will be animating the city centre this Summer by presenting some of the best outdoor theatre around.

Everything is free to the public and happens over six consecutive Saturdays from 24th July until 28th August, taking place in Hippodrome Piazza and Arcadian Centre in Southside, plus High Street and Birmingham Cathedral grounds. Six Summer Saturdays started off with the Vogue Ball, a day and evening of being seen, showing off and celebrating the performer in everyone. Audiences were challenged to step up and step out onto the catwalk, release their inner diva and perform to their hearts' content.

In the coming weeks we will welcome raving grannies in shopping trolleys, giant kangaroos, a musical nun to the streets to name but a few, and we can all look forward to Birmingham coming to life with some amazing, engaging street performance shows. A performance programme is available from the Hippodrome and Arcadian or you can visit [www.sixsummersaturdays.com](http://www.sixsummersaturdays.com) for more information.

Birmingham Hippodrome, the Retail Birmingham BID, Arts Council England, Cultural Olympiad and The Arcadian are proud to bring this event to Birmingham. We hope that you share our excitement in our first steps to establish a vibrant street performance culture within the city centre.

For more information, visit [www.sixsummersaturdays.com](http://www.sixsummersaturdays.com)

## Did you know?

The UK's leading supplier of children's books to libraries and schools can be found right in the heart of Southside?

Peters Bookselling Services was founded in Moor Street in 1935 and moved to Thorp Street in 1962. In 1982, a move was needed to accommodate the Birmingham Royal Ballet and this gave the Company the opportunity to move to much larger premises in Bromsgrove Street, where they are today. Their showroom holds over 40,000 different titles in multiple copy, with 200 new titles arriving each week. Librarians and teachers come from all over the country to view and buy. There is also an extensive on-line ordering site for books plus exciting furnishings from The Kit Shop. The company employs 133 people of which 10 are qualified and experienced children's librarians. The librarians read every book and provide comprehensive reviews to ensure schools and librarians can confidently select the best range for children's development.

Speaking on his support for the Southside BID, Managing Director, Carl McInerney said "A lot of our customers arrive in Birmingham at New Street Station, and if a BID can help to make our environment more attractive and welcoming and encourage them to stay in the area longer, then I'm all for it!"



**BID Champion & Steering Group Chair, Stuart Griffiths**  
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**Working Partner: Birmingham City Centre Partnership**  
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