

精神 Southside Spotlight

Issue 6 : September 2010



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

Look to the future!!

Birmingham Hippodrome played host to the launch of the Proposal for the Southside Business Improvement District (BID) earlier this month.

Representatives of the businesses eligible to vote in the BID ballot, which will be held during October and November 2010, received an overview of the proposed BID from Stuart Griffiths, Chair of the Southside Steering Group and Chief Executive of the Hippodrome.

Commenting on the Launch, Stuart said, "I and many others believe that now is the right time to build on what has been achieved and realise Southside's full potential as a contemporary urban village set within Birmingham's wider city centre. This BID Proposal sets out plans that we have developed in consultation with the local businesses.



L-R: Stuart Griffiths, Jonathan Cheetham, Mark Barrow

"Southside needs to be more accessible and welcoming, more vibrant and attractive both during the day and in the evening and better organised to promote the district and the interests of its businesses. No single organisation currently represents all of the business interests in the area with the capacity to promote and champion this diverse market mix. With an annual budget of £350,000 and £1.75 million over five years, a Southside BID could do just that."

The Proposal, which was distributed to all guests, lists the ten BID pledges, the key actions to be undertaken, the first year's budget and explains the voting process for the forthcoming official ballot of businesses.



Businesses also learned about the strategic importance of Southside to the emerging Big City Plan and the exciting opportunities ahead through the New Street Gateway and the redevelopment of the Wholesale Markets site.

Attending the event was Operations Director for Legal and General, Andy Webb. With 600 staff based in Centre City House in Hill Street, Andy said; "Having worked in and visited many parts of the UK, I can see first hand that Southside has many unique opportunities ahead and the 'one voice' of a BID will ensure that these are exploited to their full potential. I am confident that the combined investment and additional resources will be good for our business, staff and customers and Southside as a whole."

To close the event, a Prize Draw to win a VIP Experience at 'Blood Brothers' at Birmingham Hippodrome next month was conducted with the winner announced as Metin Yusuf, Manager of Legs 11 in Ladywell Walk. Metin said; "This was the first time I was able to attend a Southside event and was very impressed with the plans for a BID and I am all for itand to win the Prize Draw was a real bonus!"

Well done Metin!



L-R: James Wong and Charles Gillett



L-R: Julie Moss, Prize Draw Winner - Metin Yusuf and Caroline Davis



L-R: Andy Webb, Jacqui Kennedy and Chris McKeogh

Southside BID Pledges

- Improved visitor experience
- Safe and welcoming environment
- New and repeat customers
- Positive brand and profile
- Proactive local management team
- Effective business 'voice'
- Added value
- Sustained additional investment
- Support from other Birmingham city centre BIDs
- Business led, local and inclusive decisions



IMPORTANT BALLOT INFORMATION



重要 投票資料



The BID will be decided by a postal ballot conducted by Independent Scrutineer, Electoral Reform Services. The key dates are:-

- **Monday 27th September 2010**
Notice of Ballot will be sent to all those businesses eligible to vote
- **Monday 4th October 2010**
Ballot papers will be despatched
- **Thursday 11th November 2010**
Ballot will close at 5 pm
- **Friday 12th November 2010**
The result will be announced and, if it is in favour, the BID will be formally established for a five year term from 1st April 2011

Look out for the envelope and lilac ballot paper as shown.

If you receive more than one envelope, **this is not an error.** It is because you have more than one rateable property in the Southside district, each of which carries a separate vote. Please do not destroy any of the envelopes and **reply to them all.** If you have a post room, please let them know too.

To make your vote count, place a cross in your chosen box, sign each ballot paper and post in the reply paid envelope to arrive no later than 5 pm on Thursday 11th November, 2010.

Please cast your vote as soon as possible.

**It is now up to you!
Look to the future and
support your BID.**

VOTE YES!

BID企業改善區將用郵寄投票方式決定，並由獨立監票人，選舉服務公司處理。關鍵日期是:-

- 2010年9月27日星期一 - 發投票公告到所有有權投票的企業
- 2010年10月4日星期一 - 發出選票
- 2010年11月11日星期四 - 下午五時截止投票
- 2010年11月12日星期五 - 將會宣佈結果，如大多數為贊成票，BID 城南企業改善區將於2011年4月1日正式成立並持續五年

請注意所示信封及淡紫色的選票

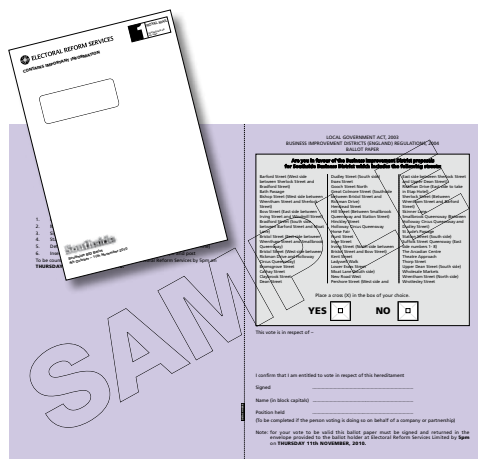
如您收到超過一個信封，**這不是錯誤。**只是因為你在城南地區有多於一個差餉繳納值的物業，而每個物業都分別有投票權。請不要毀壞任何一個信封並請回覆所有信件。如您有郵政信箱，請通知發郵件者。

要令你的選票計算在內，你要在選擇好的方格內填上X，簽署每張選票後，放進回郵信封，於2010年11月11日星期四下午五時前寄回。

請儘快投票

現由您來決定！瞻望未來和支持您的BID企業改善區。

投“贊成”票



Success for Southside in Best Bar None!



L-R: Christopher Pike, GM of Radisson Blu and Jonathan Cheetham, Chair BCCP

Southside venues excelled at the Best Bar None awards on 16th September.

At a glittering ceremony at The ICC, **The Loft Lounge** won Best Independent Bar and **The Bar at Radisson Blu** was announced Best Hotel Bar.

The O2 Academy was declared Highly Commended in Best Nightclub and **The Dragon Inn** at The Arcadian was also Highly Commended in the City Centre Pub category

Fantastic news for Southside - many congratulations to everyone!

Birmingham's Blooming Success!

Birmingham received a Gold Award and was declared Category Winner at the Heart of England In Bloom Awards last week.

2010 was the first year for Birmingham in the Large City category - so a really big achievement for everyone!

With a BID, Southside will be able to take part in the competition from 2011 by joining up with the City Centre Floral Trail, which has enjoyed great success with In Bloom in the past and is now a key part of Birmingham's wider entry!

Yet another reason to back the BID!

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!**

BID Champion & Steering Group Chair, Stuart Griffiths
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