

Southside Spotlight

Issue 7 : November 2010



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

Southside gets a spirited YES!



Stuart Griffiths

I am pleased that Southside businesses have voiced their opinion and have voted 'YES' to improve our business area for the future by setting up a Business Improvement District (BID). See the panel for those all important Ballot figures.

From the Wholesale Markets, to Station Street across to Bristol Street, Hurst Street and the surrounding areas - all businesses are set to benefit from the plans outlined in our Proposal Document.

With the BID in place we can begin to bring about real change on our doorstep. We have a unique and eclectic business mix in this area; offices and retail are complemented by our evening economy and warehouse units, making this an exciting area to be working in and one ripe for potential following this announcement.

We look forward to delivering on what we set out to do - building Southside into a thriving quarter of Birmingham. Here's a reminder of the three main themes of the BID;

Southside Streets - making the Southside environment safer, cleaner, greener and

brighter with better connections.
Southside Synergy - providing a strong business voice for the area to work together on key issues.
Southside Scene - improving the branding and profile of the area to attract more and more customers.

We welcome the announcements made in the Big City Plan, in which Southside features heavily - with plans for better pedestrian links and more development including capitalising on the imminent changes to New Street Station. We also look forward to working closely with the three other BIDs in the city centre.

Southside's prospects are good and I firmly believe that with the Business Improvement District in place, the outlook is even healthier with the capacity to deliver change for the better.

I would like to extend my personal thanks to all of those involved in this process; the Steering Group and Champions, Birmingham City Centre Partnership and of course, all of those businesses that voted to bring the BID into fruition.

The next few months will see formation of the Board (see inside for more details on the nominations process) and the recruitment of a BID Manager. We will duly keep you informed of progress and would of course, as always, welcome your input.

Ballot Result

82% of all those who voted were in favour of the BID progressing.

For the BID to be successful a majority by rateable value was also required. This was achieved with 85% of the total value of those who voted.

43% of the total potential votes were cast.

The Ballot was held between 4th October and 11th November 2010.

Please get in touch if you would like to be more involved in shaping the future of our business community.

I look forward to a successful five years of operation of the Southside Business Improvement District.

In the meantime, Seasons Greetings!

Stuart Griffiths
 Chair of the Southside Steering Group and Chief Executive of Birmingham Hippodrome



Southside BID wins your support!



Left to right: Bora Sayar (Holiday Inn) and Chris Pike (Radisson Blu)

Businesses and organisations in Southside have made their voices heard and voted in favour of taking more control over their futures by setting up a new Business Improvement District (BID).

Ballot results released by independent scrutineer, Electoral Reform Services, revealed that 82% of all those who voted were in favour of the BID progressing. For the BID to be successful, a majority by rateable value was also required. This was achieved with 85% of the total value of those who voted.

This 'YES' vote sends out a positive message that businesses in Southside mean business and are willing to work in partnership to fund agreed additional projects and initiatives to improve their own environment and enhance the identity of the area, despite the current economic challenges.

The BID will also strengthen Southside's position to really capitalise on major development opportunities, including New Street Gateway and the Wholesale Markets site.

The BID will commence on 1st April 2011 for a five year term and will be financed through a 2% levy on rateable value which will be collected by Birmingham City Council at no cost to the BID. Over the five years, at least

£1.75 million will be generated to fund the additional projects and services, as set out in our BID Proposal.

Councillor Timothy Huxtable, Cabinet Member for Transportation and Regeneration said;

"I am delighted that businesses have voted YES for a Southside BID, enabling them to share the same success that the three existing city centre BIDs have enjoyed for a number of years. Southside is strategically important to the city, is a key component of the Big City Plan and is well placed to benefit from the New Street Gateway and the redevelopment of the Wholesale Markets site.

"I wish the Southside BID well and look forward to working with the Board of Directors, businesses and community organisations in the months and years to come."

The Ballot result means that Southside will join the ranks of the existing three city centre BIDs - Broad Street, Retail Birmingham and Colmore Business District, already collectively bringing in over £10 million of additional investment.

Chair of Birmingham City Centre Partnership, Jonathan Cheetham commented; "The City Centre Partnership has proudly supported the development and implementation of the three existing BIDs and I have seen first hand the real difference that they make. It's fantastic that Southside businesses have recognised this success and have voted to become city centre BID number four."

Businesses within Southside are also celebrating the Ballot success. Chris Pike, General Manger of the Radisson Blu Hotel, a major operator within the BID area said; "I was absolutely delighted to hear that our plans for a BID are now going to be a reality. I look forward to working with businesses and organisations to help secure a really bright and prosperous future for Southside."

- **Improved visitor experience**
- **A 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 Birmingham's other city centre BIDs**
- **Business led, local and inclusive decisions**

- 改善訪客體驗 - 使這區日夜變得更加明亮, 清潔和更具吸引力
- 安全和歡迎 - 減少犯罪和反社會行爲, 提高安全意識
- 新舊顧客 - 促進推廣這區域的吸引力和活動
- 正面商標和形象 - 善用區內及周邊地區的發展和投資機會, 如新街火車站入口處
- 積極本地管理隊 - 特派城南區經理及街道糾察支援隊的商業區
- 有效企業 '聲音' - 俱資源和影響力的業務夥伴
- 增加 - 城南企業改善區計劃和服務保證增加在現有公營部門開支上
- 持續額外投資 - 每年合理和節制的捐獻, 不佔便宜和接受監察
- 伯明翰其他市中心企業改善區 - 城南區將會與其他三個已在其區域有實質成果的市中心企業改善區並肩工作
- 當地企業領導 - 由企業開發, 企業決定, 企業提供

Getting started...

The Southside BID will officially commence on 1st April 2011, however steps are being taken now to ensure that the BID company is set up and ready to start delivering on its promises from Day one. Before Christmas, we are working on two key actions...

Southside Business District Limited - Call for Board Nominations

As stated in our Proposal document published in Autumn this year, the BID will be operated by a new independent 'not for profit' company (limited by guarantee), Southside Business District Limited.

The company will have a Board of **15 Directors** directly accountable to BID levy payers and nominations for the Board positions are now sought.

There are both Stakeholder and Business Directors – the Stakeholder Directors will come from Birmingham City Council (2), West Midlands Police (1) and the City Centre Neighbourhood Forum (1).

We are pleased to report that Chris McKeogh, Chief Superintendent and Police Commander - Birmingham West and Central, has already accepted a Board position.

To ensure the private sector lead and independence of the Board there are 11 Business Directors selected from the businesses who were eligible voters for the BID and who will become 'Members' (levy payers) of the BID Company from 1st April. There are five categories of Business Directors:-

- 5 x Leisure, Hospitality and Entertainment**
- 2 x Office**
- 2 x Property Owners**
- 1 x Retail**
- 1 x Industrial / Commercial**

Applications are invited from BID members who feel that they have relevant senior level management experience and skills, and can bring appropriate motivation, commitment and time to help shape, develop and implement the Southside BID in line with our Proposal.

To be eligible you must work for a member firm – that being a firm who had a vote in the BID Ballot – and your place of work should be within the BID boundary.



Recruitment of the BID Manager

We will shortly be in a position to advertise for a BID Manager for Southside.

The successful full time candidate will be crucial to both the delivery of the BID's projects and services and promoting the interests of Southside and its businesses.

Please keep an eye on our website www.southsidebid.co.uk and in the press for further details.

Early in the new year, we will be working on a range of activities - including formally setting up all the legal and finance for Southside Business District Limited, baselining existing public services in the area and looking at the many contracts and agreements that will need to be put in place for the services that the BID has promised to deliver on.

We'll keep you posted as things move along!

If you would like an informal discussion regarding these vacancies, the appointments procedure and the likely time commitments, please contact:-

Stuart Griffiths - 0121 689 3041
stuartgriffiths@birminghamhippodrome.com

Application forms are available from:-

Caroline Davis - 0121 689 3044
carolinedavis@birminghamhippodrome.com

and must be returned to Caroline by Tuesday 11th January 2011 however earlier applications would be welcomed.

Interviews for Board positions are likely to take place late January / early February 2011, enabling the Steering Group to move to a Shadow Board position by March and a fully operational Board for 1st April.



New Leisure Complex opens its doors!

The Leisure Box (formerly Silver Blades and Planet Ice), opposite the Arcadian centre on Pershore Street opens this month with a 24 lane bowling complex on the ground floor and a full size ice rink on the 1st floor, housing the John Curry Skating Academy. As well as bowling and ice skating, customers will have a fantastic range of amusements and gaming experiences including virtual golf, flight simulators, pool tables, and slot machines.

The development has been given the backing of Birmingham born 1988 Olympic speed skating gold medallist, Wilf O'Reilly, who trained at Silver Blades, as well as the family of Olympic Gold Medallist John Curry.

A representative from the Development company Heath Rhodes commented; 'It is really exciting seeing the building full of life again. It's a great development that is much needed for city centre living and recreation.

"Not having an ice rink in the second city for all these years has been a great shame and the fact that it is linked to great sporting champions who not only originate from Birmingham but actually skated in this building is a great example to give to our young people and the local community as a whole".

The new complex is set to offer an excellent 'Learn to Skate' programme backed by the National Ice Skating Association, public skating and bowling every day, plus special classes for adults, Mums with toddlers, and of course great value Birthday Party Packages for those who want to bowl, skate, or both.

Fantastic news for Southside!

To find out more about Leisurebox, call 0121 622 5207 or email info@theleisurebox.co.uk

Big City Plan Stage 2 – your future is in your hands!

The Big City Plan is now in its second stage of consultation and your ideas and views are needed.



Southside, together with Highgate, is a key area in the Plan and significant redevelopment opportunities have been identified to establish the area as a major cultural and visitor destination.

Please visit www.bigcityplan.org.uk to download a copy of the City Centre Masterplan, please specifically read pages 57 - 63 and feed any comments you have, no matter how small to Stuart Griffiths, Chair of the Southside Steering Group (contact details below).

Stuart will be collating a comprehensive response on behalf of Southside to the City Council's City Centre Development Team in mid December, in time for the close of consultation on 22nd December.

Police in Southside take action!

Police in Southside are working in partnership with the City Centre Street Wardens, security staff and the business community to take action against aggressive beggars. This has helped towards the arrest of 20 people across the city centre for begging offences together with the issue of 10 anti-social behaviour orders (ASBOs) with strict conditions to deter re-offending.

The crackdown on aggressive begging is being taken following concerns raised by the Southside business community. A Begging Action Group was set up specifically to tackle begging and related anti-social behaviour, and is chaired by Birmingham City Centre Inspector Andy Bridgewater.

Intelligence on persistent beggars is collated by the Retail Crime Operation and regularly shared with partners. The use of new handheld terminals allows the Police

to conduct on the spot police national computer checks on beggars which has led to the successful arrests, plus the arrest of robbery suspects and three burglars wanted for offences in South Birmingham.

As well as enforcement, officers are working alongside outreach workers and other similar organisations to signpost, support and offer advice to those who are genuinely homeless.

Inspector Andy Bridgewater said, "We are working closely with partner agencies and the business community to crackdown on aggressive begging and anti-social behaviour. The Begging Action Group is making a real difference in tackling these concerns, and should help us make Southside an even safer place in which to live, work and socialise."

What's on in Southside...

Look out for...celeb spotting around the Hippodrome – it's Panto Season (Oh no it isn't! Oh yes it is!)...Festive Christmas Carols in the Courtyard at the National Trust Back to Backs (7th and 8th December)...Santa's Sunday Parties at Radisson Blu – book a room, stay the night and take the kids too!...And new Twilight Sessions from 4th December at the Green Room in Hurst Street.

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

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

Contact Julie if you require this Newsletter in Chinese or an alternative format.

如要其他格式, 中文譯本或加大字體的文件副本, 請聯絡Julie

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www.bhmgmarketing.co.uk

