

Southside

Southside BID Consultation Event 4
23rd June 2010



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Welcome!



Bora Sayar
General Manager
Holiday Inn, Birmingham City Centre

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Stuart Griffiths

Chair - Southside Steering Group
Chief Executive - Birmingham Hippodrome

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Today...

- Feedback from businesses so far
- Jenny Inglis – Birmingham City Centre BIDs
- Stuart Griffiths – 'Southside Spirit'
- Gary Cardin – Colmore Business District
- A chance to ask questions and networking



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Consultation Events to date...

- 27th January at The Radisson Blu
- 17th March at Chung Ying Garden
- 20th April at The Loft Lounge
- All very well attended and positive
- Continued debate on Southside



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Further Consultation/Communication

- Four Newsletter mailouts x 300
- 1 : 1 meetings continuing
- Telephone calls
- Regular emails to 350 names
- Evening Economy work
- Website
- PR
- Feedback.....



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I ♥ MY Southside because...

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

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

- improve the street lighting in the District, particularly some of the back streets and alleyways
- deal with derelict buildings, vandalism and waste issues
- reduce anti-social behaviour
- have a Team of Street Wardens
- 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
- bring the business community together more often
- increase the marketing to get more people into the area
- market Southside as Birmingham's West End!

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Birmingham City Centre BIDs and how Southside might achieve the same....

Jenny Inglis
City Centre Director, Birmingham City Centre Partnership



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What is City Centre Management?



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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

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Advantages

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

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Southside 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%



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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 / 410 levy payers
- Focus on marketing, street operations and business support
- High profile events – Style Birmingham and Style Awards with fantastic press coverage
- Renewal ballot in Autumn 2011

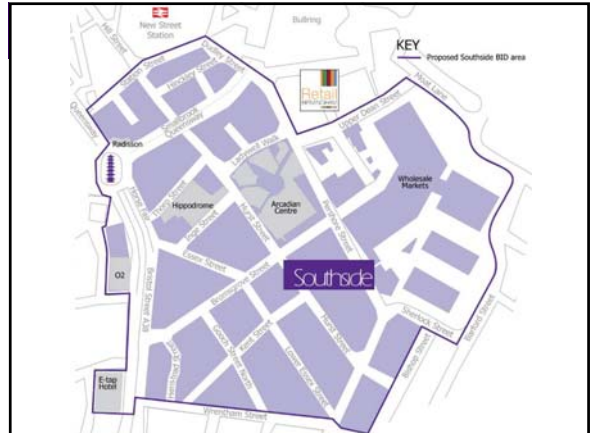


Southside Colmore Business District

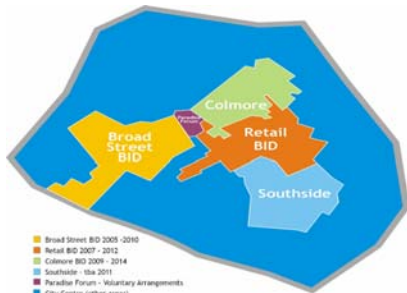
Hear from Gary later....



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Southside 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



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Colmore Business District

Southside BID Presentation

23rd June 2010
Gary Cardin



Colmore Business District

- Mainly Commercial – over 92% of businesses
- Over 500 Businesses
- £3.5m to spend across five year term
- 24,000 people work in District



Colmore BID result – the vote

- 87.3% of voters said YES to the BID
- 90.1% by Rateable Value said YES

But

- Only 50% of Voters turned out
– 307 from 614



Key Themes

- Cleaner, Greener, Attractive
- Accessible and Connected
- Branded and Promoted
- Safe and Welcoming
- Networked and Community Engaged
- Business Led and Business Managed



So why is a BID needed for the Commercial Core?

- Lacks identity
- Has no definition as to where it is
- Looking tired / run down in places
- No direct control over spending on those things we want to change
- Has to compete with new locations
- Could be much improved





Advantages

- Established business area
- Major concentration of businesses
- Over 500 companies represented
- Range of retail, leisure, restaurants and bars
- Employs thousands
- Generates £millions
- Part of the fabric that makes up the City



Colmore BID

- 1% levy raises in excess of £680,000 per annum (on RV £10,000+)
- 2/3 of businesses pay less than £10/week or £2/day
- Money being invested in those priorities/initiatives businesses want to see
- Managed by a Board made up from a cross section of the business community



Stakeholder Directors

- Gary Cardin (chairman) - Drivers Jonas Deloitte
- Richard Brennan - Birmingham Forward
- Paul Fielding - Birmingham Future
- Alex Burrows – Centro
- Councillor Sir Albert Bore - Birmingham City Council
- Councillor ? - Birmingham City Council
- Chief Superintendent Chris McKeogh - West Midlands Police



Business Directors

- Thornton Allen - Hammonds
- Diane Benussi - Benussi & Co
- Mike Best - Turley Associates
- David Bradshaw – Nurton Developments
- Simon Cuthbert - Allianz Insurance PLC
- Mark Hopton – KPMG
- Jenny Inglis – Birmingham City Centre Partnerships
- Sarah Skurr - Glidefern Property
- Derek Stone - Her Majesty's Court Service
- Ann Tonks – Opus
- Clive Vernon - Buller Jeffries



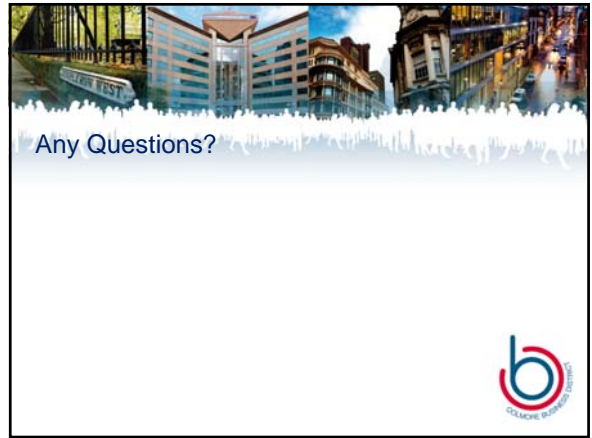
Meet the CBD Operations Team

- Michele Wilby – BID Manager
- Tahreen Kutub - BID Administrator
- Kirstin Henley – BID Project Assistant
- Clare Perkins – BID Administrator



From this.....





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Stuart Griffiths

Chair - Southside Steering Group
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Good News Stories...
Great expectations

Birmingham Royal Ballet honoured in the South Bank Awards

Opening March 2010

UrbanKitchen

New lease of life at Gallan

Wholesale change planned at Birmingham markets

Green light for city nightlife in purple flag win

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New Street Gateway

South elevation – now! Future – with 'Spanish steps'

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

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





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

Long-established gay venue to close

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

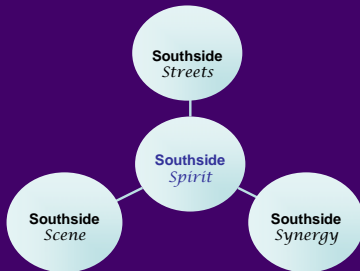
Southside Poor images



Adding value



Southside Southside 'Spirit'



Southside 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, Taxi Marshals, Business Crime Initiative
- A better connected Southside**
 Improved visitor information and signage to key locations both within and outside the District



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Southside 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



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Now for some statistics...

- The current number of eligible units in the area is **301**
- 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 **£350,000** – number crunching still going on!
- Over 5 years this would mean **nearly £1.75 million of extra investment for Southside!**

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Southside Draft Budget

Southside Streets

Cleaner, greener, brighter	£55,000	Deep cleans, flowers etc.
Safer	£100,000	Street Wardens, safety
Better connected	£10,000	Signage and linkages
Total	£165,000	

Southside Scene

Positive brand and profile	£10,000	One off to establish brand
Vibrant and diverse	£80,000	Marketing and promotion
Total	£90,000	

Southside Synergy

Listening and supportive	£15,000	Newsletters, member events
Credible 'voice'	£5,000	Lobbying and partnerships
Total	£20,000	

Business Management

BID Manager	£45,000	
Other	£30,000	Admin, overheads etc.
Total	£75,000	

TOTAL BUDGET £350,000

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Remember...

BID Levy expenditure.....

- Does not replace Council services
- Does not remove Council services
- Does not duplicate Council services

It has to be **additional**

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What next?

Consultation:	To end of June 2010
Launch of Proposal:	September 2010
Ballot:	4 th Oct. to 11 th Nov. 2010
If "Yes", BID starts:	1 st April 2011



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And finally.....

- Feel free to stay and ask any questions
- Show your support
- Tell your 'neighbours' about the BID
- One opportunity – let's go for it!
- Vote 'yes' in the BID ballot in the Autumn



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Thank you!

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