

Southside Spotlight



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

Consultation, Consultation...

We are making good progress towards a Business Improvement District (BID) for Southside and now have another Consultation event under our belt!

On 20th April 2010, many businesses in the area took time out to come along to The Loft Lounge in Bromsgrove Street to learn first hand how a BID could benefit them.

Stuart Griffiths, Chair of the Southside Steering Group and Jenny Inglis, City Centre Director talked about the many additional projects and services that could be delivered by a BID. Also in attendance, were representatives from the Broad Street, Retail Birmingham and Colmore Business District BIDs, keen to help demonstrate that BIDs really work!

Leanne Martin from the independently owned Hub Hairdressers on Colmore Row spoke about being part of the Colmore Business District. Leanne particularly welcomes the power that businesses have when they all come together in a BID and that it's great to have 'advice and support just on the other end of the telephone'.

Many thanks to Phil Oldershaw for hosting this event. Speaking about the day, Phil said; 'The Loft Lounge and I were proud to host the BID event showing our overall support for this initiative within Southside. It was great to receive such a positive turnout from our local businesses who were there to gain further information regarding a Southside BID and also show their alliance.

I personally believe that a BID within our area will be of magnificent benefit to all



Phil Oldershaw of The Loft Lounge

businesses and residents, no matter what their line of industry. The benefits include: greater security, cleaner streets, further investment, marketing strategies and better overall communication. In all, we will be noticed as not only a significant part of the City with a diverse array of businesses but also a destination hot spot for the world. This really will make a positive difference when we need it most!'

Now onto event number 4... our final Consultation event

Please go to page 3 for details of our final Consultation event on Wednesday 23rd June 2010 at the Holiday Inn Hotel, Smallbrook Queensway. This will be a Breakfast event, timed to enable representatives from the many offices in the Southside area to come along and learn more about our exciting plans for a BID over a bacon roll and a coffee.

Our guest speaker at this event is Gary Cardin, Chair of the Colmore Business District BID which recently celebrated its first Birthday! The Colmore BID serves the commercial centre of Birmingham, benefiting a host of professional and

financial businesses and their staff, customers and visitors.

Speaking of Southside, Gary said ' I was delighted to accept the invitation to speak at the forthcoming Southside BID Consultation event. Both as Chair of the Colmore BID and as a business levy payer, I can see first hand the huge difference that a BID can bring to an area - even though our BID is just one year old! I look forward to sharing our experiences and success so far, as well as our aspirations for the future. I wholeheartedly encourage businesses in Southside to vote YES in the forthcoming ballot!'



Gary Cardin
BID Chairman
Colmore Business District

Southside starts to bloom

The Southside Steering Group has allocated a small amount of money to provide some floral decorations in the area this year - from June to the end of September, expect to see floral pyramids, towers and boxes, especially along Smallbrook Queensway. This is just a taste of what can be possible with a BID. Who knows, we may be able to take part in the City Centre Floral Trail from 2011 and also Birmingham's Britain in Bloom entry!





Views from 'the Office'

Southside's diverse business make-up is made stronger by a significant office based community. The main office developments, including Centre City, Norfolk House, SBQ and Albany House, are conveniently clustered near to what will become the main entrance to the redeveloped New Street Station. This is great news for both existing occupiers and new businesses attracted to the area.

The sector, which includes finance, insurance, education, transport and engineering services, brings thousands of staff, clients and customers to the district each week. How Southside 'lives and breathes' has implications for the sector's physical, human and business investment.

Taking action to tackle issues and maximise the benefits from opportunities will only happen if we get ourselves organised and resourced. The Southside BID has the potential power and influence to act for the benefit of the office sector and work with those other sectors which go to make up this vibrant and diverse district.

Key issues identified by office managers and property investors include:

- **Environment:**

Businesses increasingly want to be located and will relocate to more attractive and well managed environments for the benefit of their staff, clients and visitors.



Southside does not currently offer the quality being achieved in some other parts of the city centre, notably in the other BIDs. The street scene lacks quality with often poor fabric, limited maintenance and lack of 'green' and public places.

- **Safety and welcome:**
Businesses want their district to be safe and welcoming.

Southside is not a high crime area but concerns have been expressed about aggressive begging, prostitution, drink related anti social behaviour and poor lighting. The knock on effects, particularly negative perceptions and fear of crime can be damaging and costly if not addressed. For example, increased staff turnover will have recruitment and retention implications. Cleaning of public areas will require more than removal of litter.



- **Connections:**
Businesses want their district to be more visible, accessible and better connected

With work underway on New Street Gateway and planned redevelopment of the Wholesale markets site, the Big City Plan recognises Southside's increasing business potential. Southside businesses can benefit in practical ways from this higher profile with for example improved staff access to public transport and investment in the range and quality of local services and facilities for business, staff and visitors.



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

Our Southside Spirit

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...

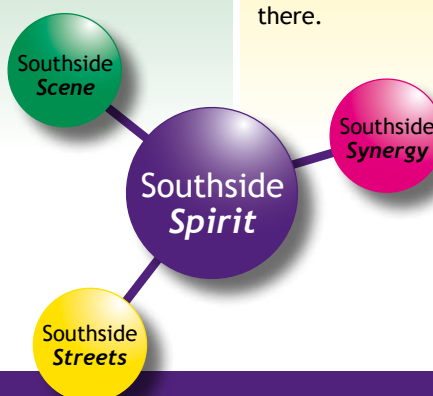
To realise Southside's potential as a primary city centre visitor destination for leisure, entertainment, hospitality and speciality shopping and as an attractive investment location for business, commerce and development.

The BID would work to achieve this by focussing on three complementary initiatives. (shown in the diagram opposite)

Southside Scene
will attract new customers and repeat visits by undertaking coordinated and distinctive marketing and promotion.

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.

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.



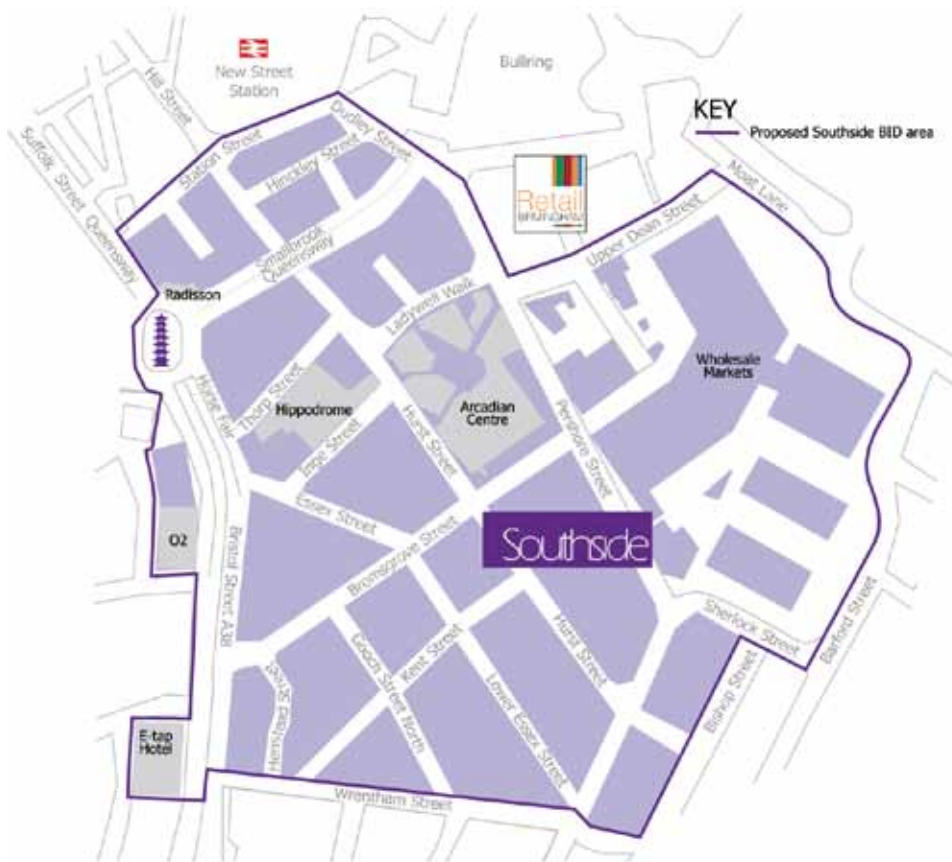
What is a Business Improvement District (BID)?

- 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 number crunching continues on the additional investment that a Southside BID could bring. It is currently estimated that just a 2% levy contribution from businesses would create a budget of around £350,000 a year, that's about £1.75 million over five years to be spent on additional projects and services, all for the benefit of Southside!



Consultation Event 4 Holiday Inn (Smallbrook Queensway)

Wednesday 23rd June 2010
7:30 to 9:00am

Our fourth and final Consultation event will be a breakfast meeting at The Holiday Inn, starting at 7:30 am with networking and a bite to eat before the presentations on how the BID could benefit you starting at 8:00 am.

As the consultation process is reaching its final stages we still want to hear from you on the issues affecting your business environment and how your BID could help, so sign up to this final consultation event and have your say.

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



第四次諮詢活動 假日酒店

(Smallbrook Queensway)

2010年6月23日, 早上7:30至9:00

我們的諮詢活動將於假日酒店「行」。屆時於7:30吃便餐之同時讓「能有機會建立關係網絡, 直至8:00才正式開會提出BID (企業改善區) 如何能令「受益。

雖然諮詢期已達最後階段, 但我們仍想聽取「對關於影響「的商業環境的問題, 並認「BID (企業改善區)對「可有「樣的幫助。因此「一定要報名參加這次最後階段的諮詢, 「出「心中所想。

名額有限, 報名從速, 請聯絡 Yvonne Mallon, 電話: 0121 616 2647 或電郵:

yvonne.mallon@birmingham.gov.uk

Timetable

- To July 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!

Countdown to City of Culture

Birmingham's ambition to become the UK's first City of Culture in 2013 reached a step closer in May with the submission of the final Bid to the Department for Culture, Media and Sport

From the initial 29 'expressions of interest' from cities and regions across the UK, Birmingham was selected to join a shortlist of four with Sheffield, Norwich and Derry-Londonderry.

The European Capital of Culture competition, a separate prize, inspired this new initiative after the enormous success in Liverpool in 2008 when it was estimated that tourism spend increased in the city by 25% to over £600m. Whilst the prize itself holds no financial incentive, it is expected that several key cultural events would take place in the winning city during 2013.

The Birmingham Bid includes ideas and feedback from a huge consultation exercise with local people and arts organisations. Should Birmingham be successful, 2013 will be an extremely exciting year culturally with the opening of the new Library of Birmingham next to the Rep, a new Autumn Festival and a

special exhibition of the Anglo Saxon Hoard at the Museum and Art Gallery. Other plans will develop over the next few years so there is still plenty of time to become involved.

The winning City will be announced in early July so keep your fingers crossed! In the meantime, visit www.birminghamculture.org for further information.



Southside bursting with Pride!

Birmingham's Southside area turned pink over the Bank Holiday weekend when an estimated 75,000 party revellers from around the UK descended on the city for the 14th annual Pride festival, which has become one of the biggest free lesbian, gay, bisexual and transgender (LGBT) festivals in the UK.

The festival launched with a colourful Carnival Parade setting off from Victoria Square with over a dozen motorised floats and hundreds of people from the LGBT community taking part in support of this year's theme 'Equality Over The Decades'. The parade procession ended up in the gay village, which organisers heralded as a big improvement over last year.

The festival featured over 50 performers from the music and entertainment industry including Starman from Sky1's Pineapple Dance Studios, 80's sensation Tight Fit and drag act Cassidy Connors who featured in the hit West End musical "Priscilla Queen of the Desert."

A whole range of family friendly fun was on offer during the weekend - a funfair to provide the thrills and spills, events on the Community Village Green and plenty of market stalls.

Festival Director, Lawrence Barton commented: "It's been another huge success overall, and we look forward to building on this in 2011 with the aspects that people really enjoyed this year".

For more information go to www.birminghampride.com



Lord Mayor up to something fishy!

It was a great catch for the Urban Kitchen, located on Hurst Street, in the flourishing Southside area of the city centre, when they landed the Lord Mayor and Lady Mayoress' attendance at their official opening in April.

Now Deputy Lord Mayor, Councillor Michael Wilkes and Deputy Lady Mayoress, Mrs Vivienne Wilkes were delighted to show their support of the new venture which has created 25 new jobs in the city. Councillor Wilkes said "We are pleased to support growth in the City, which in turn creates employment and also brings a needed service to the area". So pleased was he that he took time to don an apron and cook some fresh fish, saying "This is a new experience that is quite exciting and I love how clean and sophisticated it is back here".



The Urban Kitchen is already striving to obtain Best Newcomer award for The National Fish and Chip Awards and the coveted Seafish Fish Friers' Quality Award Scheme.

Owner Darren Barton said "We are pleased to supply an array of quality food that ranges from healthy salads, tasty pizzas to succulent southern fried chicken and everybody's favourite, beautiful fresh fish and chips that comes from the sea to your take-out within 24 hours".

The Urban Kitchen is open seven days a week and is located opposite Tescos on Hurst Street. Visit www.urban-kitchen.co.uk for more information.

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Working Partner: Birmingham City Centre Partnership
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