



Southside Spotlight

Issue 8 : April 2011



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

Getting Started!

Since our successful BID Ballot last November, the Southside Steering Group and our partners at Birmingham City Centre Partnership and Birmingham City Council have been working hard on the necessary transition to a fully formed BID company, ready to deliver on our pledges in the BID Proposal, under the key themes of Southside Streets, Southside Scene and Southside Synergy.

Our key achievements to date include:-

Southside Business District Limited is now registered at Companies House as a private sector led, independent, not for profit company. Operations begin on the 1st April 2011, the start of the BID's five year term, and BID levy payers will soon be invited to become members of the Company.

Following several nominations and a series of interviews, the **Southside BID Board of Directors** is now almost in place. Look inside to 'meet your Board'. All Directors are committed to delivering on our ten pledges and are keen to get started, so they have already met as a Shadow Board.

From over 50 applications received, **Julia Chance**, also a Southside resident, has been recruited as your **BID Manager** – again, see inside.

All public services currently being carried out in the BID area are being baselined. This will help us to

ensure that the BID delivers new and additional projects and services over the coming years.

I look forward to keeping you updated with progress as things move along, we also plan to hold an event with our BID contributors later in 2011.

Finally, I would like to extend my thanks to everyone who has helped with the development of the Southside BID to date and I look forward to working with many familiar and new faces over the coming months and years.

With very best wishes.

Stuart Griffiths,
Chair of Southside
Shadow Board



Your new Southside BID Team!

Southside Business District Limited

Meet the Board



Stuart Griffiths
Chief Executive,
Birmingham
Hippodrome
**Leisure, Hospitality
& Entertainment**



Christopher Pike
General Manager,
Radisson Blu
**Leisure, Hospitality
& Entertainment**



Wei Du
Director, Ming Moon
Restaurant
**Leisure, Hospitality
& Entertainment**



Lawrence Barton
Director, The Loft
Lounge
**Leisure, Hospitality
& Entertainment**



Thomas Lawes
Owner/Managing
Director, The Electric
Cinema
**Leisure, Hospitality
& Entertainment**



Andy Webb
Operations Director,
Legal & General
Office



Sara Hickin
Executive Officer,
British Association
of Social Workers
Office



Joanne Salmon
Asset Manager, LCP
Management
(The Arcadian)
Property



Paul Garry
Director,
Gallan Group
Property



Charles Gillett
Partner, Pennycuik
Collins
**Industrial/
Commercial**



Chris Mckeogh
Chief Superintendent,
West Midlands Police
Stakeholders



Councillor Timothy Huxtable
Cabinet Member -
Transport, Environment
and Regeneration,
Birmingham City Council
Stakeholders



Councillor Steve Bedser
Ward representative,
Birmingham City
Council
Stakeholders

The Board is structured in accordance with the BID Proposal, with the aim of being as representative as possible of businesses within the Southside BID area.

The **Board of Directors** is directly accountable to BID levy payers for:-

- o Upholding and promoting the BID's vision and objectives
- o Effective and efficient delivery of the projects and services as set out in the BID Proposal
- o Promoting the conditions necessary to secure the active and continued support of business members and other partner organisations
- o Consulting on the renewal of the BID in the last year of its initial term and bringing forward a BID Renewal Proposal as appropriate.



The Southside BID levy

In line with the BID Proposal and the BID Regulations, the first invoices for the Southside BID levy will be despatched in the spring.

These will cover the period 1st April 2011 to 31st March 2012 and will be accompanied by a Statutory Explanatory

leaflet which should cover any queries you may have. Contact details will also be included, if you require further information.

If you are a levy payer for the Southside BID, it would be helpful if you could inform your Accounts Department accordingly.

...and your BID Manager



Julia Chance, Southside BID Manager

Julia Chance has been appointed as your **Southside BID Manager** to lead on and manage the day-to-day promotion and operations for Southside.

Julia, a resident in the BID area, joins us from Cenex in Loughborough, where for the past two years she has been Programme Manager for a £3m collaborative Research and Design programme, running a business network for over 75 companies and is also responsible for their marketing portfolio.

Prior to this, Julia worked for five years at Advantage West Midlands (AWM) giving her a good strategic knowledge of Birmingham and its economy and has a multitude of contacts within the Birmingham business community.

Speaking about her appointment as Southside BID Manager, Julia said; "My background in project management has given me the ability to influence, persuade, problem solve and negotiate on complex issues which will be crucial to implementing all of the BID projects and really drive the area forward.

"As a **Southside resident**, I am of course, incredibly enthusiastic and committed to the ongoing aims of the Southside BID and look forward to getting started!"

One of Julia's first tasks will be building important relationships with our BID levy payers and key partners, so she will be out there meeting people over the coming weeks and months.

Julia, who starts in early May, will initially be based within the Birmingham City Centre Partnership offices at Bullring until accommodation is found within the BID area.



Southside Pledges

- Improved visitor experience
- A safe and welcoming environment
- New and repeat customers
- Positive brand and profile
- Pro-active 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的商業區
- 有效企業 '聲音' - 供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

twitter 

Twitter in Southside

Follow these important businesses and organisations operating in the area...

- @brumhippodrome @poppyredbrum
- @brb @cnybirmingham
- @birminghamplan @TheArcadian
- @Indi_Bar @ElectricBham @midlandszone
- @BhamGayPride @MONOBIRMINGHAM
- @jdtweet @TheGleeClub

Are you a business in the area with a twitter profile? Let us know so we can @mention you! Look out for Southside's very own twitter account launching soon...!



New Hotel for Southside

Many people living, working and visiting the district cannot have failed to notice a brand new building being constructed on Upper Dean Street. On a key route between **Southside** and Bullring, a Travelodge - The Birmingham Central Bull Ring Hotel will have 210 beds.

Paul Garry from the scheme developer, Gallan Group said; "The Travelodge will help cater for the ever increasing number of visitors to **Southside**, and we will continue to look for new opportunities to improve the area."

The new hotel opens in early May 2011 and we look forward to working with Travelodge in the future.

Birmingham's Purple Flag gets checked out!

In February, Birmingham's **Purple Flag** accreditation was reassessed to ensure that we are continuing our high standards in managing the night-time economy.



Judges toured the city centre, including **Southside** to revisit how we are doing on a range of criteria, including personal safety, cleanliness, welcome and appeal as well as our arts and cultural offer. The Purple Flag accreditation process works the same way as Green Flag awards for parks and Blue Flags for beaches.

We will know the result in April, so fingers crossed! In the meantime, contact Dean Meyer at Birmingham City Centre Partnership for more information - dean.meyer@birmingham.gov.uk or 0121 616 2381.

Chinese New Year – Year of the Rabbit welcomed in!



Following the tenacious year of the Tiger in 2010, this year, Southside was a sea of red and festivity, as the traditional celebrations for Chinese New Year welcomed in the Year of the Rabbit.

The **FREE** Annual Birmingham Chinese New Year Celebrations sponsored by Lebara Mobile were celebrated by record crowds on Sunday 6 February. Festival Chairman Jeffrey Yap said, "This year's celebrations were the best yet. We were delighted to see so many families from all parts of the community come to usher in the Year of the Rabbit. Our event is becoming so popular, and we hope to build on that success to ensure the Year of the Dragon in 2012 is even more successful. www.cnybirmingham.org.uk

Birmingham Gateway Project – South side development

John Lewis, Network Rail and Birmingham City Council have confirmed agreement for a full-line John Lewis department store to be located adjacent to Birmingham New Street station. The £150 million development project will see the new store constructed on the south side of New Street station, creating approximately 650 new jobs. The 250,000 sq ft store, scheduled to open in 2014, will be one of the largest John Lewis department stores outside London and will greatly improve the quality and breadth of Birmingham's retail offer. Although the store will be located within the Retail BID area, it will also be a major catalyst for the developments in **Southside** - attracting more visitors to the area as a whole.

We look forward to hearing more about the development of the Gateway project and will be meeting with the Project Managers to ensure that we (and you!) are kept up to date.

What's on in Southside...

Birmingham Pride The new website is up and running, for a full list of activities for the weekend **28th and 29th May 2011** go to www.birminghampride.com. **Hippodrome Spring Season** Book now for Yes Prime Minister, tickets from £14.50 **May 30th – June 4th** 0844 338 5000...**Electric Cinema** Catch some of the Oscar winners; book a sofa and relax with waiter service!

For more information, please contact Stuart Griffiths or Caroline Davis at Birmingham Hippodrome: chiefexecutive@birminghamhippodrome.com CarolineDavis@birminghamhippodrome.com

Contact Caroline 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Caroline

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