

Southside

Welcome



Southside BID Consultation Event 27th January 2010

Tonight...

- Purpose of this evening
- Jenny Inglis – BID Background and the Birmingham Picture
- Southside Proposals – Issues and opportunities
- Kathrine- potential projects
- Question and Answers

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The City Centre's Next
Business Improvement District?

Jenny Inglis

City Centre Director Birmingham City Centre Partnership

City Centre Management

Background...

- First City Centre Manager appointed 1991
- BCCP established 2001
- City Centre Director appointed 2002
- National BIDs Pilot 2003
- Broad Street BID 2005 (successful renewal ballot Autumn 2009)
- Retail Birmingham BID 2007
- Colmore Business District BID 2009
- Southside BID...

Mission Statement



'To make Birmingham city centre the first choice for the shopping, cultural and leisure needs of its residents, visitors, those who do business in the city and for the people who work here'

Key Issues

- Good track record
- Successful in 'short term' funding bids
- Voluntary contributions from businesses
- (up to £10k pa each)

but...

- Longer term planning difficult
- Reliant on public sector
- Lots of 'freeloaders!'

Enter BIDs

- '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

- Legal framework
- Specific proposal
- BID Levy Voluntary contributions
- Occupiers vote
- Dual key majority
- Sunset clause

Advantages

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



Case Studies



Why Broad Street needed a BID

- Congestion (people and vehicles)
- Increase in binge-drinking
- Rise in violent crime
- Anti-social behaviour
- Poor public perceptions
- Late night transport issues
- Impact on other areas
 - Residential
 - Brindleyplace
 - ICC & Symphony Hall



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Broad Street Top 10 Priorities

- Broad Street Manager
- Street Wardens
- Additional Street Cleaning
- Floral Dressing
- Marketing
- Communications & PR
- Safer Business Area
- Lighting & Gateways
- Investment Support
- Business led Partnership



Broad Street BID

- 2005 – 2010 92% YES Vote!
- Budget over the five year term in excess of £1.7million
- Board of 15 Directors / 277 levy payers
- Cleaner, greener, safer streets
- High profile marketing campaigns e.g. 'Walk of Stars'
- Renewal ballot successful for a second five year term – over £2 million over the next five years
 - **94%** of those who voted backed the Renewal BID

Southside Retail Birmingham

Opportunities and Challenges

- Better customer mix
- Diversify Birmingham's retail offer
- Welcoming and positive customer experiences
- Retail crime prevention measures
- Footfall across the whole retail area
- Impact of greater 'online' consumer shopping
- Major property and infrastructure investments
- Actual and threatened terrorist activities
- Communication with city centre retailers



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Retail Birmingham BID

Three Key Areas:- Priorities

Marketing

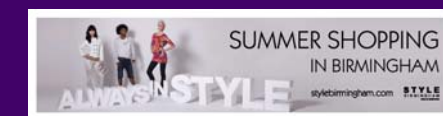
- Style Birmingham brand
- Marketing campaigns – Christmas, Valentine’s Day etc.
- Shopping guides, website etc.
- High profile events and Retail Awards

Street Operations

- Improved street scene - floral dressing, street cleansing, signage
- Safer streets - Street Wardens, Retail Crime Operation etc.

Business Support

- Improved communication, networking and intelligence
- Lobbying role
- Support independent retailers in the City Centre



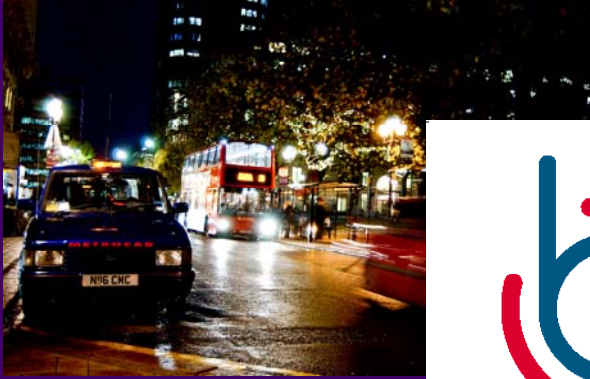
Retail Birmingham BID

2007 – 2012 69% YES vote!

- Budget over the five year term in excess of £5 million
- Voluntary contributions in excess of £200,000 in 2008/09
- Board of 22 Directors / 415 levy payers
- High profile annual events with national celebrities–
 - Style in the City event and Style Awards
- Fantastic press coverage of Retail Birmingham events and activities

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Colmore Business District



VOTE YES

for a
better
business
environment

The Colmore Business Improvement District will...

- Promote a clear identity
- Deliver a high quality 'streetscape'
- Enhance cleaning and maintenance standards
- Provide a safe environment
- Improve accessibility and connections
- Operate as a business led 'voice'
- Promote business networking
- Provide visible improvements
- Support businesses
- Deliver additional services

0121 616 2494
www.colmorebusinessdistrict.co.uk



Colmore Business District

2009 – 2014 87% YES vote!

- Budget over the five year term in excess of £3m
- Board of 18 Directors / 614 levy payers

- Specific programmes:-

Cleaner, greener and attractive

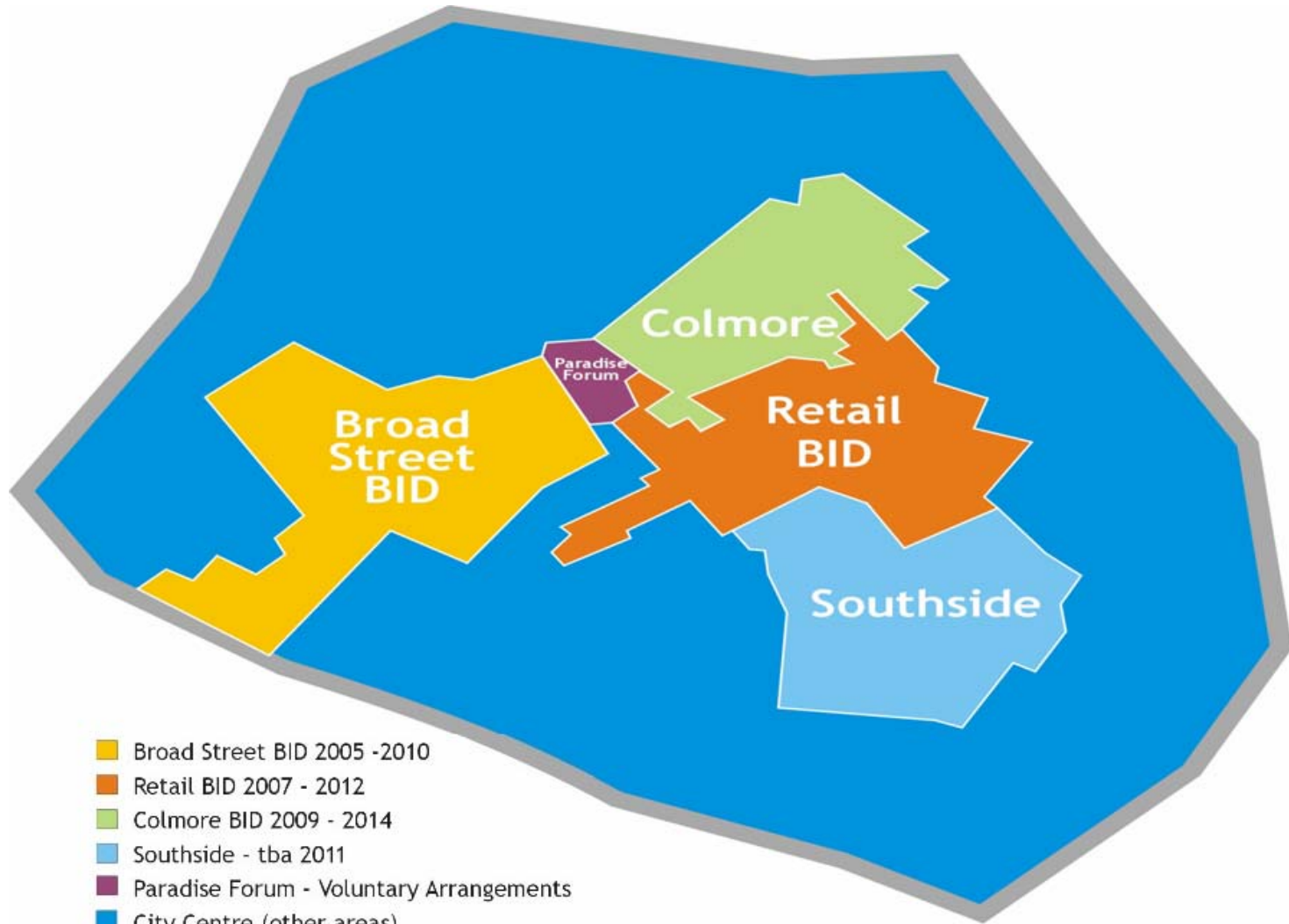
Accessible and connected

Branded and promoted

Safe and welcoming

Networked and community engaged

Business led and managed



- Broad Street BID 2005 - 2010
- Retail BID 2007 - 2012
- Colmore BID 2009 - 2014
- Southside - tba 2011
- Paradise Forum - Voluntary Arrangements
- City Centre (other areas)
- Birmingham Inner Ring Road

Purple Flag

- Birmingham recognised as offering a real mix of things to do in the evening
- 3 BIDs working together + Southside a part of this
- Benefits include raised profile & public image and wider patronage.



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Stuart Griffiths

Chair Southside Steering Group

Chief Executive Birmingham Hippodrome



Story So Far

- First Summit July 2008 – well attended and very positive
- Steering Group formed:-
 - - 15 members
 - - very representative of the area
 - - to take forward issues and ideas identified at the Summit
 - - meet six weekly
- Action Planning – four themes and leads – progressing well
- Partnerships further developed
- Development support from Birmingham City Centre Partnership

- Southside One Year On Event July 2009
 - Mandate given to proceed with Business Improvement District proposals

Southside Steering Group



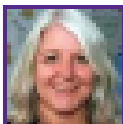
Colin Gazzard
The Arcadian



Jonathan Cheetham
Birmingham City Centre
Partnership



Jenny Inglis
Birmingham City Centre
Partnership



Jacqui Kennedy OBE
Birmingham City Council
Regulatory Services



Gary Woodward
Birmingham City Council
Planning & Regeneration



Stuart Griffiths
Chair, Southside Steering
Group, Chief Executive,
Birmingham Hippodrome



David Cox
China Town Lions



Jeffrey Yap
Chinese Festival
Committee



Steve Bedser
Fairly Dust Consulting



Phil Oldershaw
The Loft Lounge



Simon Hall
National Trust Back to
Backs



Richard Maides
The O2 Academy



Kathrine Ohm Thomas
The Radisson Blu Hotel



Saif Khan
Southside Residents
Group



Chief Supt. Andy
Nicholson
West Midlands Police

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Issues and Opportunities

- Quality and management of the streetscape



- Opportunities to promote increased day time animation/family friendly activity

- Impact of the evening economy: anti social behaviour/crime reductions



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Issues and Opportunities

- Image and identity – contemporary, cultural, edgy



- Development and investment opportunities: business, property, wholesale markets

- Local business engagement and effective partnerships

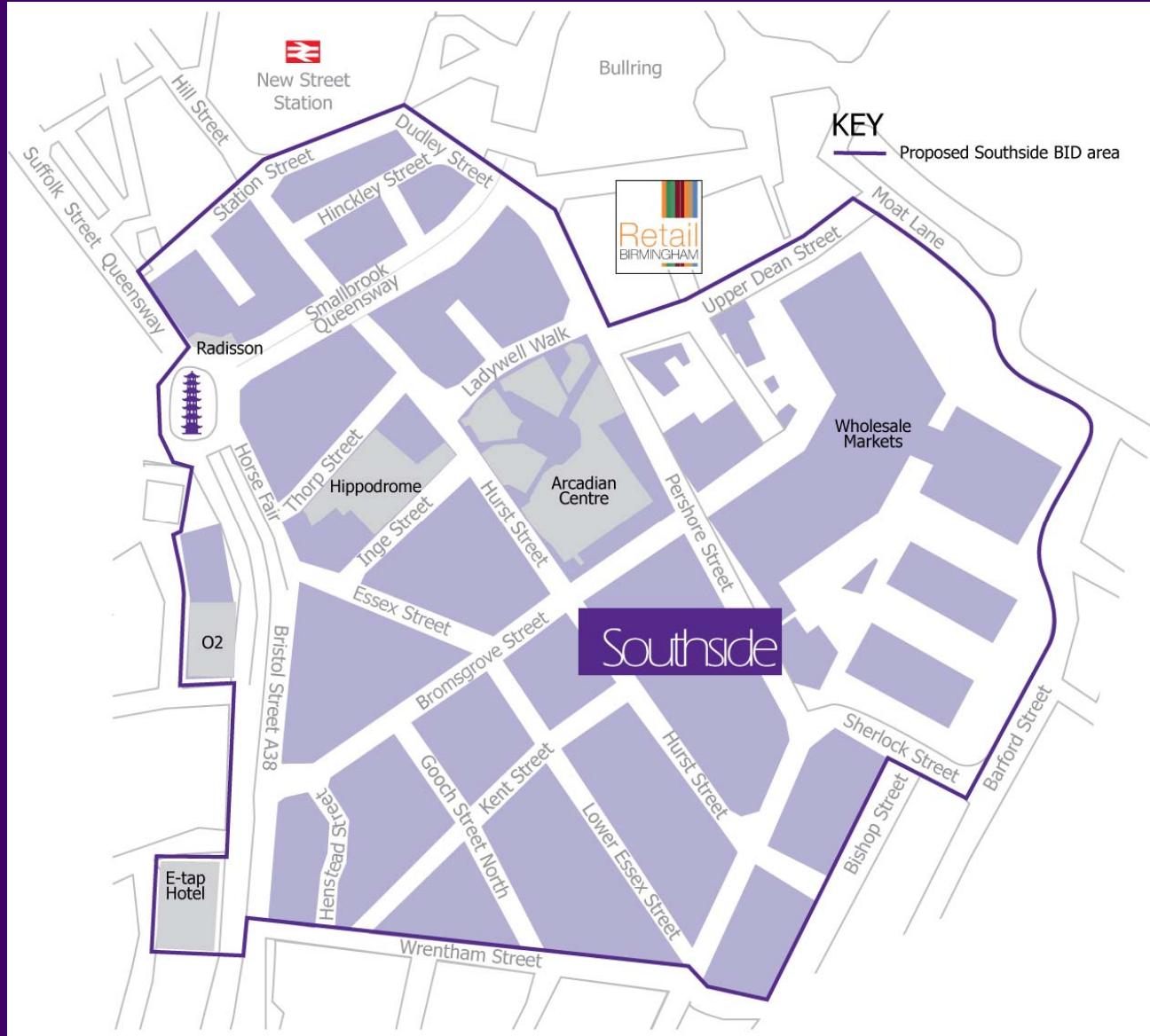


Southside New Street Station



- Connections to city centre core, access and signage and building on the New Street redevelopment gateway.

Southside Where do we mean?



Levy expenditure...

- Does not replace council services.
- Does not remove council services.
- Does not duplicate council services.
 - It has to be additional.

Opportunities

Overall commitment to raise quality standards & return on investment



Long Term Vision

Aspirations

Essential requirements

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Southside Spirit

- **Unique mix**
 - Long-standing: Theatre, entertainment, eating, drinking and nightlife, alongside retail, commercial and offices.
 - More recent: heritage, music, residential, high quality hotels
- **Vibrant and diverse**
 - but issues arise from this!
- **Potential**
 - daytime as well as evening, family-friendly, even more eclectic
 - An urban village – Birmingham's Covent Garden ?



Potential BID Projects?

- Improving the visitor welcome and experience
- Attracting new customers and trade
- Southside BID – a credible voice for business



Southside Some figures...

- The current number of eligible units in the area is **313**
- Total rateable value for the area is **nearly £20 million**
- A 2% annual levy would raise approximately **£385,000**
- Over 5 years this would mean nearly **£2m of extra investment**
- A property with a £20,000 RV at 2% per annum would pay £7.69 a week... that is a cup of coffee a day!



Next Steps

- Embarking on consultation process
- Emerge with a proposal
- Another chance to comment
- Ballot in October



Timetable

- Consultation —————> Jan–May 2010
- Ballot papers issued —————> Oct 2010
- Close of ballot —————> Nov 2010
- If “Yes”, BID commences —————> April 2011



Over to you!
Questions?

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Thank you!

Sponsors

www.southsidebid.co.uk

