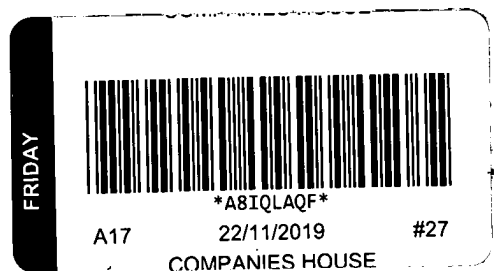


**Strategic Report,
Report of the Directors and
Financial Statements
for the Year Ended 31 March 2019
for
Southside Business District Ltd**



**Contents of the Financial Statements
for the Year Ended 31 March 2019**

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**Company Information
for the Year Ended 31 March 2019**

DIRECTORS: L S Barton
W Du
C R Gillett
G J Findlay
T H Lawes
J Salmon
H R Simpson
J Wong
V Garrington
L S Dhillon
P H Evans
I Green
Mrs J L Kinsella

SECRETARY: Mrs J Markou

REGISTERED OFFICE: First Floor
Wynner House
143 Bromsgrove Street
Birmingham
B5 6RG

REGISTERED NUMBER: 07508452 (England and Wales)

AUDITORS: Harben Barker Limited
112 High Street
Coleshill
Birmingham
Warwickshire
B46 3BL

**Strategic Report
for the Year Ended 31 March 2019**

BUSINESS REVIEW

About Southside

Southside Business Improvement District was created after a ballot of Southside business was approved in November 2010 by over 80% of the electorate. Southside Business District Ltd, an independent, private-sector led, not-for-profit company, began operations in April 2011. In November 2015, a renewal ballot was successful which extended Southside Business Improvement District for another five years from 2016-2021.

Southside BID is funded by an additional 2.15% levy on businesses in the area, with additional funding from a variety of public and private sector sources.

What is a BID?

A business improvement district is a defined area where the local business community come together to develop projects and services that will benefit the trading environment within the boundary of a clearly defined commercial area (see www.ukbids.org for more information).

Extra income is levied in the form of a percentage on the rateable value of a property which is reinvested in activities, resources and improvements to the area. This form of funding is a fair and transparent levy on all eligible businesses occupiers within the BID area.

Across the UK there are over 100 BIDs operating and within Birmingham there are currently five successful City Centre BIDs: Westside, Retail Birmingham, Colmore BID, Jewellery Quarter and Southside. The BIDs are supported by Birmingham City Centre Partnership who aim 'to create a world class city centre for Birmingham'.

Southside Board

James Wong - Chair. Chung Ying Group
Lawrence Barton - The Loft Lounge & Birmingham Pride
Wei Du - Ming Moon
Charles Gillett - Pennycuick Collins
Tom Lawes -The Electric Cinema
Jo Salmon- LCP Commercial Limited The Arcadian
Hina Simpson - Radisson Blu Birmingham
Lakh Dhillon - Sunflower Lounge, Simply Local & Subway
Vincent Garrington - Holiday Inn Birmingham
Peter Evans - The Birmingham Hippodrome
Ian Green - West Midlands Police
Joanne Kinsella - LCP Properties

Southside Team

Julia Robinson, BID manager
Zabir Hussain, BID Project Coordinator
Visit: www.southsidebid.co.uk

Come and see us: Southside Business Improvement District Ltd, Wynner House 143 Bromsgrove Street, Southside, Birmingham, B5 6RG

Telephone: 0121 643 3720

Email: bidmanager@southsidebid.co.uk

**Strategic Report
for the Year Ended 31 March 2019**

Southside Business District Ltd
Introduction from Chair

The third year of the five-year term of the Southside Business Improvement District continues to fund projects aimed at improving the local environment, trading conditions, promotion and safety in the Southside area of Birmingham City Centre. I would like to thank all the members of the Southside BID Board for their continued support and in particular the BID team, Julia Robinson-Southside BID Manager and Zab Hussain BID Project co-ordinator, for their successful co-ordination of the BID renewal ballot which sees us continuing to deliver services to Southside's business community until 31 March 2021.

Ten pledges

When the BID renewed in 2016, the board agreed 10 pledges to focus the activity of the BID:

1. Improve the public realm by investing in public spaces
2. Maintain a safe and welcoming environment
3. Uphold standards of street cleanliness and where possible, improve those standards
4. Sustain additional investment and added value
5. Make Southside greener and more environmentally friendly
6. Build on local events and their legacy
7. Establish a sense of place in Southside with on street branding
8. Collaborate with other Birmingham BIDs
9. Bring local people and business together with a Southside "Employability" scheme.
10. Promote 'local first' procurement

The BID delivers these ten pledges through three main strands, each of which are overseen by working groups made up of board members and local business representatives.

Streets:

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.

Safer Southside Projects 2018-19

- Southside Street Warden Scheme - 96 hours of warden assistance every week
- Facewatch - free access to online crime reporting and intelligence sharing
- Pubwatch - support for licensed premises to improve safety and security
- City Pastors - 17 dedicated city pastors who work late nights on Saturdays and pay day Fridays.
- Taxi Marshalls - Taxi rank marshalling on, Friday and Saturday nights with extra provision on Bank Holidays.
- Southside PCSO - a dedicated Police resource working in the BID Office with a direct line of communication with Southside businesses
- Training - Chinese Language and Culture plus Hate Crime reporting training for local Police team, Street Wardens, City Pastors and Taxi Marshalls

Cleaner Southside Projects 2018-19

- Litter picking- 7 days a week concentrating on high footfall areas
- Rubbish - Immediate removal of fly posting and fly tipping
- Graffiti - removal reporting service
- Air Quality - A38 Green Wall Project to improve air quality

Brighter Southside Projects 2018-19

- Flowers - Over 100 hanging baskets and flower troughs brighten the district Summer and Winter
- Public Art - Various pieces of public art including the Rhinestone Rhino and the Anatomix Bowie Mural on Dudley St.
- Trees - the management of tree maintenance, replacement and the BID's commitment to ensure Southside becomes even more leafy and green

Better Connected Southside Projects 2018-19

- Way-finding 8 totems designed to connect Southside with the rest of the city

**Strategic Report
for the Year Ended 31 March 2019**

- Maps - 90,000 Southside maps printed and distributed throughout the city
- Directions - ask a friendly Street Warden if you don't know where to go (Wardens logged that they gave at least 5,652 sets of directions in 2016)

Lighter Southside Projects 2018-19

- Festive lighting in Southside - Over 70 lights within the district during the festive period until Chinese New Year
- Lighting Projects - Southside Pagoda (Colour changing lighting scheme surrounding the Birmingham Pagoda).

Scene:

Attract new customers and repeat visits by undertaking coordinated and distinctive marketing and promotion.

Projects to give Southside a positive brand and profile

- £4,000 on reorientation of the Spotlight Magazine
- £6,000 invested in PR in Chinese on social media platforms such as WeChat and Weibo
- Continuing support for Southside websites - www.investinsouthside.co.uk, www.southsidebid.co.uk and www.enjoysouthside.co.uk and www.southsidestories.co.uk.

Projects designed to showcase our vibrant and diverse business district

- Events Programme - including support for festivals such as Birmingham Pride, Summer in Southside, Chinese New Year and Flatpack
- Online presence - dedicated business and visitor websites plus a sizeable following on social media, all promoting your business
- Advertising & Media - various ad campaigns in print showcasing the district and the businesses we represent

Southside Synergy:

To effectively communicate between all Southside businesses, providing opportunities for networking and cross promotion plus lobbying for business specific issues.

Listening and Supportive Southside Projects 2018-19

- One central point of contact - the BID Team working hard to ensure whatever your opening hours you can access help and advice when you need it
- The Southside BID Offices - complete with a fully equipped meeting/training room for up to 35 delegates available free to Southside levy paying businesses (subject to availability)
- Help & Signposting to Grants and Fundraising - so far generated over £300k of grants and assistance to Southside businesses which paid for a variety of business benefits including security, marketing, rates rebates and internet connectivity
- B2B Communications through Southside Spotlight Quarterly Print newsletter and Southside BID Digest fortnightly e newsletter
- Networking opportunities - through the successful lunchtime network Southside Showcase which brings local businesses together (free for levy payers)

Credible 'Voice' for Southside Projects 2018-19

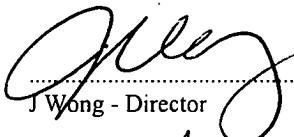
- Businesses' voice represented in issues with Licensing and Planning- Southside is a statutory consultee and as such, our businesses' views matter
- Influencing a number of city/regional groups such as the Birmingham Safer City Partnership, Festivals Committee, Events Team, Transport Forward Planning etc.
- Festival Fund, £30,000 financial investment during the first year of the second BID term plus in-kind support provided to all events in Southside including smaller festivals and events. The actual spend for the financial year to 31st March 2019 was £13,624.
- Supporting an events calendar, including large scale events such as Birmingham Pride, to small new events such as Latin American Festival at the Arcadian
- Promoting public art, with the Bside festival which seeks to cover Southside in new and exciting public street art
- Southside Visitor Map, 95,000 maps printed and distributed throughout Birmingham, including at the main tourist information centres, New St Station, Grand Central Shopping Centre and every hotel room in the district
- Southside Showcase Business Network, bi-monthly meetings designed to get Southside businesses networking together and selling/supplying to each other
- Invest in Southside brochure, in both English and Chinese language versions designed to increase inward investment in the district
- Southside Business Website - www.southsidebid.co.uk

Southside Business District Ltd

**Strategic Report
for the Year Ended 31st March 2019**

- Invest in Southside brochure, in both English and Chinese language versions designed to increase inward investment in the district
- Southside Business Website - www.southsidebid.co.uk
- Southside Business Newsletter - Spotlight. Printed quarterly and sent to each bid levy payer
- Southside Business E Newsletter - dispatched weekly packed with business specific news
- Southside BID HQ, a physical resource and meeting room facility for Southside businesses
- The provision of a range of Southside specific money saving offers for your business
- Southside Pubwatch which brings licensees together to improve safety and communication between night time economy businesses

ON BEHALF OF THE BOARD:


.....
J Wong - Director

Date: 31/1/19

**Report of the Directors
for the Year Ended 31 March 2019**

The directors present their report with the financial statements of the company for the year ended 31 March 2019.

PRINCIPAL ACTIVITY

The company's principal activities are to improve and sustain the Southside Business District as the commercial centre of Birmingham's heart for the benefit of the area's retail, office and commercial activities as well as Chinatown and Gay Village. The BID is focused on achieving a clear identity and profile, high quality and user friendly streetscape, enhanced environmental cleaning and maintenance, a safe and welcoming environment, improved accessibility and wider city centre connections, business networking and community engagement, an effective business led voice and to engage and support businesses and community engagement, an effective business led voice and to engage and support businesses.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 April 2018 to the date of this report.

L S Barton
W Du
C R Gillett
G J Findlay
T H Lawes
J Salmon
H R Simpson
J Wong
V Garrington
L S Dhillon
P H Evans
I Green
Mrs J L Kinsella

Other changes in directors holding office are as follows:

P T Garry - resigned 13 September 2018
Mrs P Holbrook - resigned 21 March 2019
Councillor V Quinn - resigned 18 July 2018

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Southside Business District Ltd

**Report of the Directors
for the Year Ended 31st March 2019**

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

The auditors Harben Barker Limited will be proposed for re-appointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:



.....
J Wong - Director

Date: 13/11/19

Report of the Independent Auditors to the Members of Southside Business District Ltd

Opinion

We have audited the financial statements of Southside Business District Ltd (the 'company') for the year ended 31 March 2019 which comprise the Income Statement, Balance Sheet and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2019 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

**Report of the Independent Auditors to the Members of
Southside Business District Ltd**

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page six, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Paul Stanford (Senior Statutory Auditor)
for and on behalf of Harben Barker Limited
112 High Street
Coleshill
Birmingham
Warwickshire
B46 3BL

Date:

Southside Business District Ltd

**Income Statement
for the Year Ended 31 March 2019**

	Notes	2019 £	2018 £
TURNOVER		358,530	388,578
Cost of sales		<u>189,347</u>	<u>207,294</u>
GROSS SURPLUS		169,183	181,284
Administrative expenses		<u>117,820</u>	<u>102,858</u>
OPERATING SURPLUS	4	51,363	78,426
Interest receivable and similar income		<u>78</u>	<u>82</u>
SURPLUS BEFORE TAXATION		51,441	78,508
Tax on surplus		<u>15</u>	<u>16</u>
SURPLUS FOR THE FINANCIAL YEAR		<u>51,426</u>	<u>78,492</u>

The notes form part of these financial statements


Southside Business District Ltd (Registered number: 07508452)

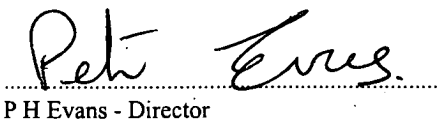
Balance Sheet
31st March 2019

	Notes	2019		2018	
		£	£	£	£
FIXED ASSETS					
Tangible assets	5		1,528		1,798
CURRENT ASSETS					
Debtors	6	329,071		26,561	
Cash at bank		510,746		434,540	
		<u>839,817</u>		<u>461,101</u>	
CREDITORS					
Amounts falling due within one year	7	357,128		30,108	
NET CURRENT ASSETS			<u>482,689</u>		<u>430,993</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>484,217</u>		<u>432,791</u>
RESERVES					
Income and expenditure account	8		484,217		432,791
			<u>484,217</u>		<u>432,791</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors on 13/11/19 and were signed on its behalf by:


.....
J Wong - Director


.....
P H Evans - Director

**Notes to the Financial Statements
for the Year Ended 31 March 2019**

1. STATUTORY INFORMATION

Southside Business District Ltd is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to surplus or deficit on a straight line basis over the period of the lease.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2018 - 2).

4. OPERATING SURPLUS

The operating surplus is stated after charging:

	2019	2018
	£	£
Depreciation - owned assets	270	317
	<u> </u>	<u> </u>

5. TANGIBLE FIXED ASSETS

		Plant and machinery etc £
COST		
At 1 April 2018 and 31 March 2019		<u>6,852</u>
DEPRECIATION		
At 1 April 2018		5,054
Charge for year		<u>270</u>
At 31 March 2019		<u>5,324</u>
NET BOOK VALUE		
At 31 March 2019		<u>1,528</u>
At 31 March 2018		<u>1,798</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	2018
	£	£
Trade debtors	329,071	18,066
VAT	-	8,495
	<u> </u>	<u> </u>
	<u>329,071</u>	<u>26,561</u>

Notes to the Financial Statements - continued
for the Year Ended 31 March 2019

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2019	2018
	£	£
Tax	29	36
Social security and other taxes	17,094	15,630
VAT	44,039	-
Other creditors	15,543	(45)
Accrued expenses	15,607	14,487
Deferred Levy Income	264,816	-
	<u>357,128</u>	<u>30,108</u>

8. RESERVES

	Income and expenditure account £
At 1 April 2018	432,791
Surplus for the year	<u>51,426</u>
At 31 March 2019	<u>484,217</u>

Notes to the Financial Statements - continued
for the Year Ended 31 March 2019

9. TRANSACTIONS WITH DIRECTORS

During the period, the following transactions took place with third parties, with whom Southside Business District Limited shares mutual management and directors:

Director Name	Member Company Name	Value in Year £	Value in Prior Year £
P Evans	Birmingham Hippodrome Theatre Trust Limited - Purchases		14,632
L Barton	The Loft Lounge & Birmingham Pride Rental of Office	7,500	8,250
	Birmingham Pride	5,000	5,000
J Kinsella	LCP Properties Sale		1,200

10. OTHER

A lease is in place at a premium of £7,500 per annum for the rental of the office which is the principal place of business and this will run for the remaining term of the BID.

Detailed Income and Expenditure Account
for the Year Ended 31 March 2019

	2019		2018	
	£	£	£	£
Rates Levy & Contributions		358,530		388,578
Cost of sales				
Street Wardens	44,577		54,273	
Street Lighting	45,153		16,584	
Taxi Marshal's	41,357		33,115	
Other Costs	250		-	
Marketing & Promotion	22,616		46,671	
Street Cleaning	22,987		19,936	
Initiatives & Lobbying	-		5,888	
Green Project	12,407		29,300	
Business Crime Initiative	-		1,527	
		<u>189,347</u>		<u>207,294</u>
GROSS SURPLUS		169,183		181,284
Other income				
Deposit account interest		78		82
		<u>78</u>		<u>82</u>
		169,261		181,366
Expenditure				
Office Rent	7,396		8,125	
Other Office Costs	114		6,766	
Insurance	1,301		1,234	
Wages	86,074		71,354	
BID Manager fees	4,500		-	
Telephone	2,405		3,564	
Post and stationery	1,081		2,294	
Travelling	541		87	
Sundry expenses	5,560		804	
Audit & Accountancy	8,475		8,043	
		<u>117,447</u>		<u>102,271</u>
		51,814		79,095
Finance costs				
Bank charges		103		270
		<u>103</u>		<u>270</u>
		51,711		78,825
Depreciation				
Computer equipment		270		317
		<u>270</u>		<u>317</u>
NET SURPLUS		51,441		78,508