

BIRMINGHAM CITY COUNCIL

CABINET MEMBER AND CHIEF OFFICER

FRIDAY, 27 MARCH 2020 AT 00:00 HOURS
IN CABINET MEMBERS OFFICE, COUNCIL HOUSE, VICTORIA
SQUARE, BIRMINGHAM, B1 1BB

A G E N D A

3 - 24

1 SALE OF VAUXHALL GARDENS EDUCATION CENTRE, BARRACK STREET, VAUXHALL, BIRMINGHAM B7 4HA

Report of Director for Education and Skills
Report of Interim Director, Inclusive Growth

25 - 88

2 RENEWAL OF WESTSIDE BUSINESS IMPROVEMENT DISTRICT 2020

Report of Assistant Director - Neighbourhoods

Birmingham City Council

Report to the Leader and to Cabinet Member for Education, Skills and Culture

Date: March 2020



Subject: SALE OF VAUXHALL GARDENS EDUCATION CENTRE, BARRACK STREET, VAUXHALL BIRMINGHAM B7 4HA

Joint Report of: Director for Education and Skills
Interim Director, Inclusive Growth

Relevant Cabinet Member: Cllr Jayne Francis - Education, Skills and Culture
Cllr Ian Ward - Leader of the Council

Relevant O & S Chair(s): Cllr Kath Scott - Education and Children's Social Care
Cllr Lou Robson - Economy and Skills
Cllr Sir Albert Bore - Resources

Report author: Jaswinder Didially - Head of Education Infrastructure
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Azmat Mir - Head of Property Consultancy
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Are specific wards affected?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s): Nechells		
Is this a key decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, add Forward Plan Reference:		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential :		

1 Executive Summary

- 1.1 To identify the subject building as being surplus to requirements and to seek approval to sell the freehold of the land at Vauxhall Gardens, Barrack Street, Birmingham to the Secretary of State for Housing, Communities and Local Government shown attached at **Appendix 1**.

2 Decision Recommended

- 2.1 Declare the subject building surplus to Council requirements and authorise its subsequent sale as detailed.
- 2.2 Authorise the sale of the freehold of the land at Vauxhall Gardens, Barrack Street, Birmingham to the Secretary of State for Housing, Communities and Local Government shown attached at **Appendix 1** for the sum of £0.975m (Nine Hundred and Seventy Five Thousand Pounds).
- 2.3 Authorise the City Solicitor to negotiate, execute and complete all necessary documentation to give effect to the above recommendations.

3 Background

- 3.1 Birmingham has the highest proportion of under 15 year olds of any major city in Europe and the highest proportion of under 20 year olds of any major city in the UK. The latest Population Projection for Birmingham indicates a 4% overall increase in population in Birmingham by 2023 increasing to 1.31m by 2039.
- 3.2 The City Council has a statutory duty to ensure that there are sufficient pupil places, secure diversity in the provision of schools and increase opportunities for parental choice through planning and securing additional provision (Section 14, Education Act 1996 and Education and Inspections Act 2006).
- 3.3 The Council started to grow our primary school estate in 2010 as a result of increased birth rates and these higher primary school numbers are now moving through to secondary age. The latest forecasts, which also take into account estimates for the number of pupils moving into the city or from housing developments, indicates the need to provide an additional 67 Forms of Entry (FE) in Year 7 by 2024 / 25. This is the equivalent to over 2000 additional Year 7 places and over 10,000 secondary (Year 7-11) places.
- 3.4 The Secretary of State has approved Birmingham Ormiston Academy which is a single Academy Trust to open a new Free School to provide specialist Digital studies by September 2022. The Trust currently has a successful Performing Arts Academy in the centre of Birmingham. It is proposed that Vauxhall Gardens is used for the delivery of this 4FE, 900 pupil capacity school.
- 3.5 BOA offers a specialist and citywide provision, the proposed Free School (approved to open by the DfE) is for a Digital offer of 4FE capacity. The Council are not factoring that this will impact sufficiently on our local capacity (using trends from the current BOA provision) but will more be to help address the overall city

requirements. The admissions arrangements will be Fair Banding and therefore reach from a wider field across the city (and outside). The BOA provision will add to the city's educational offer, is in an area where 40% of schools are not judged good or outstanding and will contribute to the overall basic need agenda for Birmingham.

- 3.6 Vauxhall Gardens is located in central Birmingham, to the west of Lawley Middleway. The site has previously housed the Council's own officers and was used as office accommodation and has recently been vacated. The site is well-placed to accommodate a new Free School, given local travel networks. The Council are proposing to relinquish this site for the redevelopment of a Free School.
- 3.7 Information known for school: It will be known as BOA Digital. It will offer 4 forms of entry for students aged 11-16 (120 Published Admission Number) plus 300 places in sixth form, so the overall age range for the school is 11-19.

4 Options considered and Recommended Proposal

- 4.1 Do Nothing – The site is not required, and the City Council does not have the capital to invest in the site to bring it forward for providing secondary places.
- 4.2 The preferred option is to sell the site to the Secretary of State for Housing, Communities and Local Government. Options are being explored for expansion across our current secondary school supply. However, with significantly fewer secondary schools (87 schools) than primary schools (302 schools) it is evident that the Council will not be able to meet all of our need within our existing estate. An additional 7FE is needed in the Ladywood planning area alone, and this is without the introduction of major housing at both Greater Icknield site and Smithfield site. The Council are therefore looking to the government's Free School programme to support us to deliver additional secondary schools and school places.

5 Consultation

- 5.1 The Ward Members for Nechells were consulted on 25.02.2020 in relation to the proposals, for which no adverse comments have been received. The Secretary of State for Housing, Communities and Local Government has been consulted on the recommendations contained in this report and any comments received have been included in the report.

6 Risk Management

- 6.1 If the proposal doesn't go ahead then the City Council would fail to meet its statutory obligation to ensure that there are sufficient school places, secure diversity in the provision of schools and increase opportunities for parental choice through planning and securing additional provision.

7 Compliance Issues:

- 7.1 **How are the recommended decisions consistent with the City Council's priorities, plans and strategies?**

7.1.1 Selling the building will enable the City Council to meet its statutory duty to provide sufficient secondary school places in safe and compliant school buildings. This will support the Council Priorities:

- A great city to grow up in and make the best use of our unique demography;
- Create a safe and secure city for our children to learn and grow in, by ensuring the provision of school places in safe, suitable school buildings;
- Enable children to benefit from a great education offer.

7.2 Legal Implications

7.2.1 This report facilitates the discharge of the City Council's duty contained within Section 14 of the Education Act 1996, by which the City Council has a responsibility to secure that sufficient schools are available.

7.2.2 The power to acquire, dispose and manage assets in land and property is contained in Sections 120 and 123 of the Local Government Act 1972. The Assistant Director of Property has confirmed that the transaction is at a level that satisfies Section 123 of the Local Government Act 1972.

7.3 Financial Implications

7.3.1 The asset forms part of the Non-Investment Portfolio, as per the Council's Property Strategy. The sale of the asset will generate a premium of £0.975m. An amount of £0.450m has been allocated to the School Capital Works budget in line with the previous Capital Receipts Policy and a decision in 2013 to reinvest part of the school's capital receipts back into the service. The remaining balance of £0.525m will be available to support the Council's priorities, subject to Capital Board approval and the Council's governance process.

7.3.2 The Assistant Director of Property has confirmed that the transaction is at a level that satisfies Section 123 of the Local Government Act 1972 and represents best value.

7.3.3 The City Council's legal and surveyor costs to a total of £0.015m are to be paid by the Secretary of State for Housing, Communities and Local Government.

7.3.4 The sale of this asset has no rental loss implications, and there are no holding cost liabilities associated with the asset as the site has only recently been vacated and non-domestic relief is in place for 3 months. There is no security in place as the building is due to be demolished by the Secretary of State for Housing and Local Government to provide the free school.

7.4 Procurement Implications (if required)

7.4.1 Not applicable

7.5 Human Resources Implications (if required)

7.5.1 Not applicable

7.6 Public Sector Equality Duty

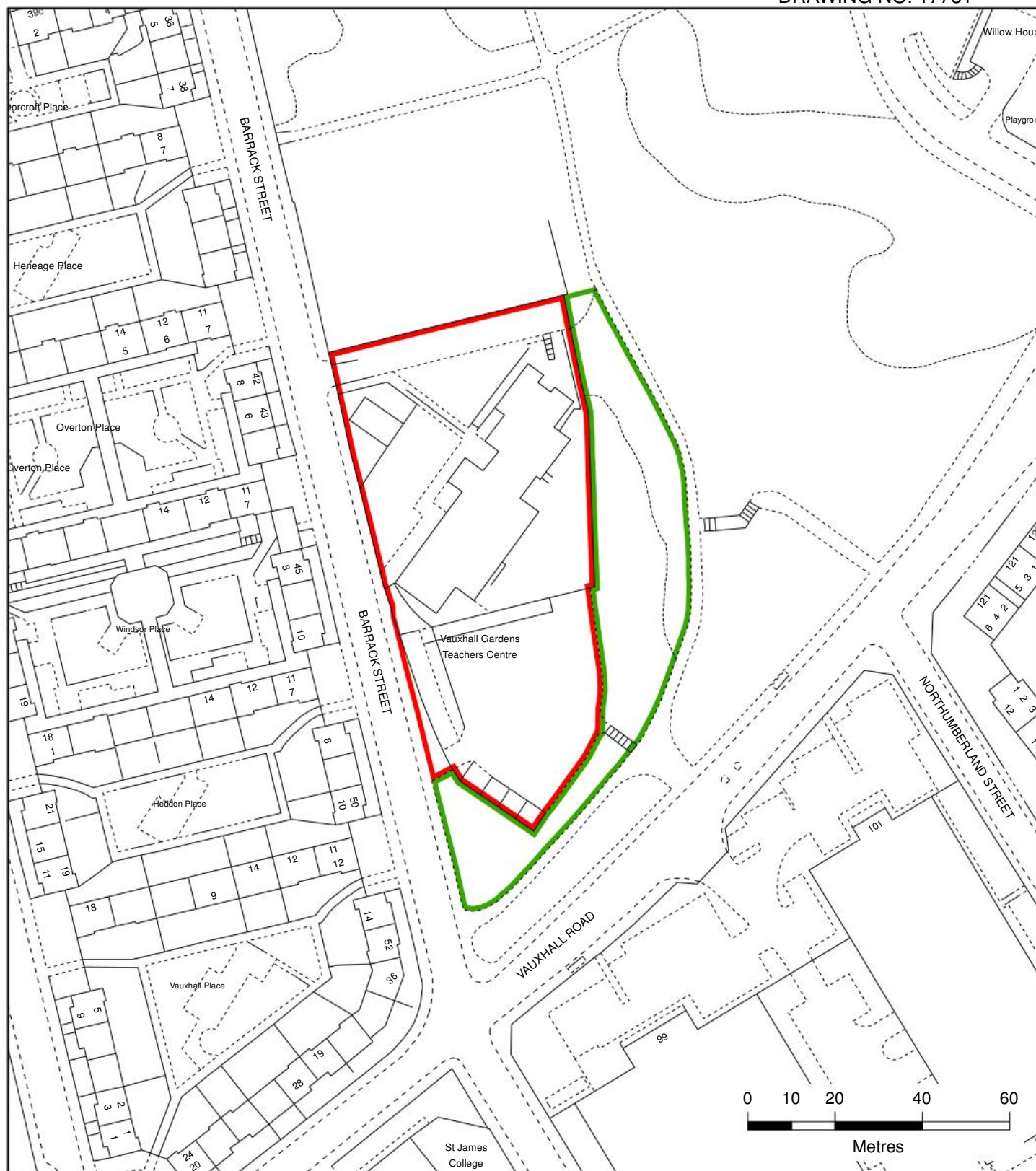
7.6.1 A Full Equality Analysis (EA0001202) was carried out in May 2016 for the Schools' Capital Programme 2016–2017. The outcomes from the consultation demonstrate that proposed capital developments support positive outcomes for children, young people, their families and carers. No negative impact on people with Protected Characteristics was identified. It was concluded that sufficiency of educational places and opportunities for all children and young people contributes to providing positive life chances and supports a positive approach to Safeguarding in Birmingham actively reducing the number of children and young people out of school helps to mitigate risk to their safety and wellbeing. This remains the same. EA attached at **Appendix 2**.

8 List of Appendices accompanying this Report (if any):

- 8.1 Appendix 1 Outline of the land and buildings at Vauxhall Gardens, Barrack Street, Vauxhall, Birmingham
- 8.2 Appendix 2 EA0001202 – Schools Capital Programme

9 Background Documents

- 9.1 Schools Capital Programme 2019-20 - Cabinet 26th March 2019
- 9.2 School Place Planning Requirements – 2018 / 19 to 2024 / 25



AREA EDGED RED **5286** SQ. METRES APPROX. **6322** SQ. YARDS APPROX.

AREA EDGED GREEN **2445** SQ. METRES APPROX. **2924** SQ. YARDS APPROX.



Birmingham
City Council

Waheed Nazir
Corporate Director of Economy
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Vauxhall Gardens Education Centre
Barrack street
Nechells



SCALE

1:1,250

DRAWN

Bharat Patel

DATE

31/05/2019

O.S.Ref SP0887SW



Equality Analysis

Birmingham City Council Analysis Report

EA Name	Education Development Plan And Schools Capital Programme 2016-17
Directorate	People
Service Area	Children - Education & Skills
Type	Reviewed Policy
EA Summary	This EA evaluates the impact of Education & Skills Infrastructure's Education Development Plan and Schools' Capital Programme 2016-17.
Reference Number	EA001202
Task Group Manager	Gill.A.Kane@birmingham.gov.uk
Task Group Member	
Date Approved	2016-05-27 01:00:00 +0100
Senior Officer	Emma.Leaman@birmingham.gov.uk
Quality Control Officer	PeopleEAQualityControl@birmingham.gov.uk

Introduction

The report records the information that has been submitted for this equality analysis in the following format.

Overall Purpose

This section identifies the purpose of the Policy and which types of individual it affects. It also identifies which equality strands are affected by either a positive or negative differential impact.

Relevant Protected Characteristics

For each of the identified relevant protected characteristics there are three sections which will have been completed.

- Impact
- Consultation
- Additional Work

If the assessment has raised any issues to be addressed there will also be an action planning section.

The following pages record the answers to the assessment questions with optional comments included by the assessor to clarify or explain any of the answers given or relevant issues.

1 Activity Type

The activity has been identified as a Reviewed Policy.

2 Overall Purpose

2.1 What the Activity is for

What is the purpose of this Policy and expected outcomes?	The Education Development Plan and Schools' Capital Programme 2016-17 is necessary for Birmingham City Council to meet its statutory duty to provide sufficient pupil places in safe, compliant school buildings. This impacts directly on safeguarding for Birmingham's children. Projects have been developed to maximise alignment with local priorities, positively impacting on developing skills, employment opportunities, public health and community cohesion. Schemes support the Birmingham Climate Change and Sustainability strategies, and corporate compliance with the Carbon Reduction Commitment Energy Efficiency Programme.
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For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	Yes
A Fair City	Yes
A Prosperous City	Yes
A Democratic City	Yes

2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	Yes
Will the policy have an impact on employees?	Yes
Will the policy have an impact on wider community?	Yes

2.3 Analysis on Initial Assessment

The summary of outcomes from consultation demonstrates that the proposed Education Development Plan and Schools' Capital Programme 2016-17 supports positive outcomes for children, young people, their families and carers. The plan provides a detailed strategic approach to ensuring that there will be sufficient education places for children and young people across the city. No negative impact on people with Protected Characteristics has been identified. Sufficiency of educational places and opportunities for all children and young people contributes to providing positive life chances. It also supports a positive approach to Safeguarding in Birmingham; actively reducing the number of children and young people out of school helps to mitigate risk to their safety and wellbeing. Key findings from consultation have been integrated into the Plan and Programme. Further detailed consultation to identify specific schools and areas will be undertaken to ensure that the strategic approach remains relevant to shifts in demographic growth and population distribution in the City. Monitoring and review will be key to developing the finer details of education infrastructure in Birmingham. At individual school level, any proposed changes (for example school expansions, capital investment) go through detailed consultation with the school's governing body, parents, carers and local communities as a matter of due course. Changes are subject to specific gateway approval reports, in line with BCC policy.

In conclusion, this Equality Analysis has highlighted that the strategic approach outlined in the Education Development Plan and Schools' Capital Programme 2016-17 makes a positive contribution to supporting positive outcomes for children and young people in Birmingham. their life chances will be enhanced by access to education, and numbers of children out of school will be significantly reduced by investment in developing sufficiency of places for all. No negative impact has been identified but this Equality Analysis will be subject to regular review.

3.1 Age

3.1.1 Age - Differential Impact

Age	Relevant
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3.1.2 Age - Impact

Describe how the Policy meets the needs of Individuals of different ages?	The report addresses sufficiency of educational provision across the whole spectrum. There is no identified negative impact for children and young people in any age group. Positive impact focuses on every child being able to access an appropriate education place to meet their needs. This impacts directly on safeguarding and life chances for every child and young person.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	Schools, demographic data, Special Educational Needs Assessment and Review, Pupil Place Planning.
Have you received any other feedback about the Policy in meeting the needs of Individuals of different ages?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Yes
Is there anything about the Policy and the way it affects Individuals of different ages which needs highlighting?	No

3.1.3 Age - Consultation

Have you obtained the views of Individuals of different ages on the impact of the Policy?	Yes
If so, how did you obtain these views?	Via Schools' For a representing the views of the spectrum of children and young people. Also consultation Roadshows across Birmingham.
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals of different ages?	Yes
If so, how did you obtain these views?	In consultation with schools, Special Educational Needs Assessment and Review (SENAR) and demographic data sources.
Is there anything about the Policy and the way it affects Individuals of different ages which needs highlighting?	No

3.1.4 Age - Additional Work

Do you need any more information to complete the assessment?	No
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Please explain how individuals may be impacted.	Insufficiency of educational provision would impact on children and young people's life chances and safety. Infrastructure is essential to enabling all children and young people to have an equal opportunity to a good education.
Please explain how.	The report is inclusive in nature, addressing the needs of all children and young people including those with Special Educational Needs.
Is there any more work you feel is necessary to complete the assessment?	No
Do you think that the Policy has a role in preventing Individuals of different ages being treated differently, in an unfair or inappropriate way, just because of their age?	Yes
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	Yes

3.2 Disability

3.2.1 Disability - Differential Impact

Disability	Relevant
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3.2.2 Disability - Impact

Describe how the Policy meets the needs of Individuals with a disability?	The report outlines the strategy that will ensure enough of the appropriate types of educational provision to meet the specific needs to all children and young people, including those with high level complex needs.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	Detailed demographic analysis via BCC's Joint Strategic Needs Analysis and SEN Strategy, Special School, Resource Base and mainstream school representatives, Special Educational Needs Assessment and Review (SENAR), Special Educational Needs Stakeholder Group.
Have you received any other feedback about the Policy in meeting the needs of Individuals with a disability?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Yes
Is there anything about the Policy and the way it affects Individuals with a disability which needs highlighting?	No

3.2.3 Disability - Consultation

Have you obtained the views of Individuals with a disability on the impact of the Policy?	Yes
If so, how did you obtain these views?	Via SEN Stakeholder Group: a cross sector group representing the views of individuals with a disability and their parents, carers and education and social care support networks.
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals with a disability?	Yes
If so, how did you obtain these views?	Via SEN Stakeholder Group.
Is there anything about the Policy and the way it affects Individuals with a disability which needs highlighting?	No

3.2.4 Disability - Additional Work

Do you need any more information to complete the assessment?	No
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Please explain how individuals may be impacted.	The report details the strategy that will enable the development of infrastructure which will provide sufficient and appropriate educational provision for all children and young people, including those with SEN and disabilities.
Please explain how.	By fostering good relationships, developing understanding of specific needs and demonstrating how those needs can be met in a range of educational provision, including mainstream schools, special schools, resource bases and a range of alternative provision, including post-16 provision. The report addresses the needs of all children and young people.
Is there any more work you feel is necessary to complete the assessment?	No
Do you think that the Policy has a role in preventing Individuals with a disability being treated differently, in an unfair or inappropriate way, just because of their disability?	Yes
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	Yes
Do you think that the Policy will take account of disabilities even if it means treating Individuals with a disability more favourably?	Yes
Do you think that the Policy could assist Individuals with a disability to participate more?	No
Do you think that the Policy could assist in promoting positive attitudes to Individuals with a disability?	Yes

3.3 Religion or Belief

3.3.1 Religion or Belief - Differential Impact

Religion or Belief	Relevant
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3.3.2 Religion or Belief - Impact

Describe how the Policy meets the needs of Individuals of different religions or beliefs?	All children and young people in Birmingham have the right to an appropriate education. In some cases, parents or carers choose school places on the grounds of faith. A range of faith-based schools are available in the City, but they are not exclusive.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	School based data, OFSTED reports, School Improvement, Schools' Fora.
Have you received any other feedback about the Policy in meeting the needs of Individuals of different religions or beliefs?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Yes
Is there anything about the Policy and the way it affects Individuals of different religions or beliefs which needs highlighting?	No

3.3.3 Religion or Belief - Consultation

Have you obtained the views of Individuals of different religions or beliefs on the impact of the Policy?	Yes
If so, how did you obtain these views?	Via Schools' Fora.
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals of different religions or beliefs?	Yes
If so, how did you obtain these views?	Via Schools' Fora.
Is there anything about the Policy and the way it affects Individuals of different religions or beliefs which needs highlighting?	No

3.3.4 Religion or Belief - Additional Work

Do you need any more information to complete the assessment?	No
Please explain how individuals may be impacted.	the policy outlines a strategic approach to ensure that all children and young people will have access to a good education. This includes a wide spectrum of schools including those with specific faiths.
Please explain how.	The strategy will ensure that children and young people have access to appropriate educational provision, with full regard to their religion or beliefs.
Is there any more work you feel is necessary to complete the assessment?	No

Do you think that the Policy has a role in preventing Individuals of different religions or beliefs being treated differently, in an unfair or inappropriate way, just because of their religion or belief?	Yes
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	Yes

3.4 Gender

3.4.1 Gender - Differential Impact

Gender	Relevant
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3.4.2 Gender - Impact

Describe how the Policy meets the needs of Men and women?	The report addresses the needs of all children, young people, their parents, carers and school staff regardless of gender.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	Demographic data, Pupil Place Planning data.
Have you received any other feedback about the Policy in meeting the needs of Men and women?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Yes
Is there anything about the Policy and the way it affects Men and women which needs highlighting?	No

3.4.3 Gender - Consultation

Have you obtained the views of Men and women on the impact of the Policy?	Yes
If so, how did you obtain these views?	Via Schools' Fora and consultation roadshows across the City.
Have you obtained the views of relevant stakeholders on the impact of the Policy on Men and women?	Yes
If so, how did you obtain these views?	Via Schools's Fora and consultation roadshows across the City.
Is there anything about the Policy and the way it affects Men and women which needs highlighting?	No

3.4.4 Gender - Additional Work

Do you need any more information to complete the assessment?	No
Please explain how individuals may be impacted.	The strategy underpins the development of educational infrastructure for all children and young people, both male and female.
Is there any more work you feel is necessary to complete the assessment?	No
Do you think that the Policy has a role in preventing Men and women being treated differently, in an unfair or inappropriate way, just because of their gender?	Yes

3.5 Gender Reassignment

3.5.1 Gender Reassignment - Differential Impact

Gender Reassignment	Relevant
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3.5.2 Gender Reassignment - Impact

Describe how the Policy meets the needs of Individuals who have undergone or are intending to undergo gender reassignment?	The report is inclusive of LGBT young people, ensuring that sufficiency of provision is essential for all in order to sustain inclusive educational provision.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	Via Schools' Fora.
Have you received any other feedback about the Policy in meeting the needs of Individuals who have undergone or are intending to undergo gender reassignment?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Yes
Is there anything about the Policy and the way it affects Individuals who have undergone or are intending to undergo gender reassignment which needs highlighting?	No

3.5.3 Gender Reassignment - Consultation

Have you obtained the views of Individuals who have undergone or are intending to undergo gender reassignment on the impact of the Policy?	No
If not, why not?	No relevant individuals identified
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals who have undergone or are intending to undergo gender reassignment?	Yes
If so, how did you obtain these views?	Schools' Fora.
Is there anything about the Policy and the way it affects Individuals who have undergone or are intending to undergo gender reassignment which needs highlighting?	No

3.5.4 Gender Reassignment - Additional Work

Do you need any more information to complete the assessment?	No
Is there any more work you feel is necessary to complete the assessment?	No
Do you think that the Policy has a role in preventing Individuals who have undergone or are intending to undergo gender reassignment being treated differently, in an unfair or inappropriate way, just because of their gender reassignment?	No
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	No

3.6 Race

3.6.1 Race - Differential Impact

Race	Relevant
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3.6.2 Race - Impact

Describe how the Policy meets the needs of Individuals from different ethnic backgrounds?	The strategy underpins the development of educational provision for all children and young people. It is completely inclusive in nature, based on the principal that every child and young person has the right to a school place and good education.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	Demographic data.
Have you received any other feedback about the Policy in meeting the needs of Individuals from different ethnic backgrounds?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Yes
Is there anything about the Policy and the way it affects Individuals from different ethnic backgrounds which needs highlighting?	No

3.6.3 Race - Consultation

Have you obtained the views of Individuals from different ethnic backgrounds on the impact of the Policy?	Yes
If so, how did you obtain these views?	Via Schools' Fora.
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals from different ethnic backgrounds?	Yes
If so, how did you obtain these views?	Via Schools' Fora.
Is there anything about the Policy and the way it affects Individuals from different ethnic backgrounds which needs highlighting?	No

3.6.4 Race - Additional Work

Do you need any more information to complete the assessment?	No
Please explain how individuals may be impacted.	The strategy is inclusive of all children and young people ensuring they have equal opportunity to a good education.
Please explain how.	By ensuring that all children and young people, regardless of ethnicity, have access to a school place.
Is there any more work you feel is necessary to complete the assessment?	No

Do you think that the Policy has a role in preventing Individuals from different ethnic backgrounds being treated differently, in an unfair or inappropriate way, just because of their ethnicity?	Yes
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	Yes

3.7 Concluding Statement on Full Assessment

The Education Development Plan (EDP) and Schools' Capital Programme 2016-17 outlines Birmingham's approach to developing the necessary infrastructure to support the learning journey of each child. It explains how sufficient and sustainable educational places will be secured to meet Birmingham's population growth, in both Early Years and school age education settings. The Special Education Plan is fully inclusive of children and young people with Special Educational Needs.

The EDP also outlines Birmingham's approach towards promoting the Full Participation of all young people in order for them to acquire the skills needed for further education, training and employment opportunities.

The EDP and Schools' Capital Programme 2016-17 impacts positively on all Birmingham children and young people as well as their families and carers. Without the detailed analysis and forecasting that underpins this programme there would be potential for negative impact as insufficient education places would be available, impacting on safeguarding, education and life chances. This EDP mitigates these risk factors by working with current and projected demographics, including sub-groups such as age and SEN categories, to forecast the number of education places that will be required and demonstrating a strategy to provide those places. The Schools' Capital Programme element of the report details the financial plan and its implications in affording sufficient sustainable education places in Birmingham.

There are significant changes to the landscape of education providers. In line with Government policy, Birmingham's education family includes LA schools, Academies, Free Schools, Faith School and Independent Schools. A wide range of early years settings, primary, secondary, special schools and post-16 providers are involved in supporting each child's learning journey. However, the statutory duty for ensuring sufficient pupil places remains with Birmingham City Council.

Planning of medium to long-term requirements for additionality across all phases takes into account a number of factors such as birth rate, housing and migration patterns. The variable nature of some of these elements necessitates ongoing review and amendment. This EA will be reviewed and developed in line with policy and strategy developments. The source data and methodology of projections is fully explained in the report: these projections will be reviewed three times per year as a minimum. The Schools Capital Programme requirements and funding streams will be updated annually to reflect refreshed forecasts and funding allocations. Affordability measures will be amended accordingly.

Birmingham's EDP and Education Sufficiency Requirements have been developed in consultation with the Leader, Deputy Leader and Cabinet Members as part of the integrated approach to development and regeneration across Birmingham. The Local Authority's requirements to meet its statutory duty to provide sufficient school places in safe and compliant school buildings have been shared with the Strategic Director for People, the Director of Finance and Director of Corporate Resources. The Leader and Chief Executive have been briefed on the demographic analysis of pupil place requirements and ongoing consultation takes place with senior officers and elected members.

The requirements for sufficient school places have been shared with headteacher representatives from primary, secondary and special school fora as well as representatives from professional associations and trade unions. A series of accountable bodies, including Academy Trusts and Free Schools were also invited along with elected members. When changes in School Re-organisation occur, for example when a school is expanded to meet need, consultation with the school's governing body, parents, carers and local community takes place as a matter of course.

4 Review Date

01/03/17

5 Action Plan

There are no relevant issues, so no action plans are currently required.

Birmingham City Council

Report to the Leader with the Acting Director of Neighbourhoods

27 March 2020



Subject: Renewal of Westside Business Improvement District 2020
Report of: Chris Jordan, Assistant Director - Neighbourhoods
Relevant Cabinet Member: Councillor Ian Ward, Leader
Relevant O &S Chair(s): Councillor Albert Bore, Chair of Resources,
Report author: Wayne Pell-Walpole
 Business Networks Manager/BIDs Ambassador
 Tel: 07703 373 927
 Email: wayne.pell@birmingham.gov.uk

Are specific wards affected?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s): Ladywood		
Is this a key decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, add Forward Plan Reference:		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential :		

1 Executive Summary

- 1.1 To set out and seek agreement and support to the relevant implications for the City Council.
- 1.2 To agree to supportive voting in the ballot process for renewal of a Business Improvement District (BID) in Westside for a five year term, commencing 28th July 2020. (Appendix1).

2 Recommendations

- 2.1 That the Leader, jointly with the Acting Director of Neighbourhoods:

- Notes that this report is subsequent to an earlier authority granted to draft necessary documents to enable a ballot for the renewal of Westside BID (Appendix 2)
- Supports the outline draft proposals for the Westside Business Improvement District (BID) to be operated by the Westside Partnership Ltd for a second term in the BID area (Appendix 3)
- Approves the detailed provisions relating to finance and services contained in paragraph 7.3 (and in detail at Appendix 4), principally subject to a successful BID ballot, specifically:
 - ICT Digital Solutions set up charges estimated at £22,495 to be funded from Policy Contingency
 - BID levy collection costs for ICT Digital Solutions estimated at £9,991 per annum for five years (£49,955 total) funded from Policy Contingency.
 - Levy payments on Five City Council interests, detailed in paragraph 7.2, estimated at £41,615 per annum for five years (£208,075 total over five years), to be funded by the relevant Directorates

2.2 Authorises the Interim City Solicitor and relevant services to execute and complete all relevant documents to give effect to the above recommendations in relation to the BID.

2.3 Authorises the Acting Chief Executive or his designated Officer to vote 'yes' in relation to the City Council's total of Five votes in relation to the BID ballot specified.

3 Background

3.1 A BID is a precisely defined area within which the local business community work together to collectively invest in projects and services to improve the business environment. They provide a vehicle for developing the partnership between business ratepayers and the local authority as well as assisting businesses to play a more central role in managing and maintaining their local environment. Further information on the basic principles of a BID and the existing BIDs in Birmingham can be found in Appendix 5.

3.2 BIDs represent a very significant advance in the management of a local centre bringing benefits from focussed and committed public / private sector partnerships. They have the potential to make a major contribution by targeting additional and more long-term resources on the management of specific areas and assisting businesses to play a more central role in identifying local needs and managing and maintaining their local environment.

3.3 Locally, BIDs are presently active in Wolverhampton, Rugby, Leamington Spa, Derby (2), Stratford-upon-Avon, Nottingham and Solihull. Other major cities which have developed a BID include Liverpool, Leeds, Newcastle, Manchester and Edinburgh. In London, where additional support for the BID model has been

provided by the Greater London Authority over fifty BID's are now in existence and assisting in providing investment across the national capital. In total over 330 BID's now operate across the United Kingdom.

- 3.4 In Birmingham we now have 12 BID's in; Sutton Coldfield, Harborne, Northfield, Erdington, Acocks Green, Kings Heath and Northfield along with 5 BID's in the City centre; Retail Birmingham, Colmore, Jewellery Quarter, Westside and Southside. The BID's raise in excess of £4.2 million per annum of additional private sector funding through levy collections alone. This has been invested in enhancing their localities and so improving the environment for business, visitors and local communities using the centres.
- 3.5 BID's are increasingly well placed to access further investment from the Towns & Local Centres agenda of the Ministry of Housing, Communities and Local Government, West Midlands Combined Authority and Greater Birmingham and Solihull Local Enterprise Partnership.
- 3.6 The BID's vision is to enhance the local communities, welcome more visitors and to ensure that businesses are given every opportunity to succeed, trade and grow through representation, support and investment. The proposals for the BID term 2 are detailed in Appendix 3 (note: Westside BID existed as Broad St BID for two terms prior to this).

4 Options considered and Recommended Proposal

- 4.1 There is currently no alternative option available to the BID model that provides continued guaranteed longer term private investment for specific activities in specific areas funded and prioritised by eligible businesses. The BID model is therefore seen as the preferred way to provide additional and more sustainable resources for the management of specific areas, which is why local partnerships have been encouraged to explore the viability of BID's and likely level of support from businesses.

5 Consultation

- 5.1 Consultation on the content and implications of this report has taken place with Ward Members (Appendix 6). The relevant budget holders for the Council properties in the BID area have been advised.
- 5.2 Westside Partnership as the BID proposer has undertaken extensive consultation with businesses and stakeholders to demonstrate support for the renewal of the BID. The development work for the BID has been funded by the BID directly. Business engagement will continue up to and throughout the ballot period which will commence on 5th March 2020 and end on 2nd April 2020.

6 Risk Management

- 6.1 The ballot for renewal of Westside BID is scheduled to take place almost four months prior to the final date of existence of the BID, this enables all necessary

legal documentation and baseline agreements to be completed prior to BID commencement. It will also allow time for any appeal or re-ballot if required.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

The establishment of BIDs is consistent with the City Council priorities approved by Cabinet in summer 2019. The work of Westside BID and the BID business plan is deemed to align with the Council's priorities particularly;

OUTCOME 1:

Birmingham is an entrepreneurial city to learn, work and invest in

Priority 1:

We will create opportunities for local people to develop skills and make the best of economic growth.

Priority 2:

We will strive to maximise the investment in the city and engage local employers to create quality jobs and opportunities for citizens, especially for those in the most deprived circumstances.

OUTCOME 4:

Birmingham is a great, clean and green city to live in

Priority 1:

We will work with our residents and business to improve the cleanliness of our city.

Priority 3:

We will work with partners to tackle roughsleeping and homelessness.

Priority 4:

We will improve the environment and tackle air pollution.

Priority 5:

We will work with partners to ensure everyone feels safe in their daily lives.

Priority 6:

We will foster local influence and involvement to ensure that local people have a voice in how their area is run.

Priority 7:

We will work with our partners to reduce inequalities and build a fair, tolerant and inclusive city for all.

Priority 8:

We will enhance our status as a city of culture, sports and events.

THE WAY WE WORK

Supporting Westside Business Improvement District particularly strengthens the partnerships with key institution and businesses in this local neighbourhood to create a strong civic family to lead the city.

Supporting and working with Westside BID will enable them to take a stronger role in directly delivering services, enabling them and assisting them to lead the business community in the area.

7.2 Legal Implications

- 7.2.1 All BIDs must be established in accordance with the provisions contained within the Local Government Act 2003 and the Business Improvement District (England) Regulations 2004.
- 7.2.2 In accordance with the BID Regulations, the arrangements for ballot have already been approved in an earlier report (Appendix 2).
- 7.2.3 The City Council will enter into an Operating Agreement, Service Level Agreements, Memorandum of Understanding and Data Sharing Agreements with Westside Partnership Ltd.
- 7.2.4 The requirements of the General Data Protection Regulations 2018 and Human Rights Act 1998 have been taken into consideration in terms of the processing, management and sharing of data involved in these proposals. A Data Processing/ Sharing Agreement will be drafted and will be entered into with Westside Partnership Ltd.

7.3 Financial Implications

- 7.3.1 An analysis of the financial implications for the City Council (principally subject to a successful BID ballot) is set out in Appendix 4.
- 7.3.2 The key points are: ICT Digital Solutions Set Up costs estimated at £22,495 to be funded from Policy Contingency.
- 7.3.3 BID levy collection costs, estimated at £9,991 per annum for five years (£49,955 total) to be funded from Policy Contingency.
- 7.3.4 Levy payments on Five City Council interests estimated at £41,615 per annum for five years (£208,075 total) to be funded by the relevant Directorates.

7.4 Other Implications

- 7.4.1 The City Council holds a number of properties in the proposed Westside BID area, however the majority are let on long leases and as such represent very limited risk of any liability for business rates or BID levy. We hold five property interests where we pay business rates and BID levy, this will represent five votes in the forthcoming BID ballot. The Acting Chief Executive or his designated Officer is to be authorised to vote 'yes', in support of renewal of the BID.
- 7.4.2 It should also be noted that Louisa House 92-93 Edward Street is let to Acivico Limited who will hold two separate voting rights for this property and pay Levy bills of approximately £10,100 total and Unit 9 The Wharf is held by Birmingham Children's Trust £1,000 over the next five years.
- 7.4.3 Additionally, the City Council presently financially support through our cultural development service; Symphony Hall, CBSO, Rep theatre and Ikon

Gallery all of which will hold separate voting rights and liability for BID levy payments totalling around £36,565 over the next five years.

7.4.4 The approved Westside BID term 2 will be implemented by Westside Partnership Limited from 28th July 2020. The BID Company, will be independent, private sector led and not for profit. The BID will have a Board of Directors, comprising representatives from the area's business community, together with stakeholders including a local ward councillor.

7.4.5 The decision on whether BIDs are established or renewed rests with the businesses eligible to vote in a BID ballot. As a key partner, the City Council will work towards a positive outcome in any BID ballot.

7.5 Procurement Implications (if required)

7.5.1 Not applicable

7.6 Human Resources Implications (if required)

Not applicable, however it should be noted that the renewal of the BID will protect five jobs at the Westside Business Improvement District Partnership.

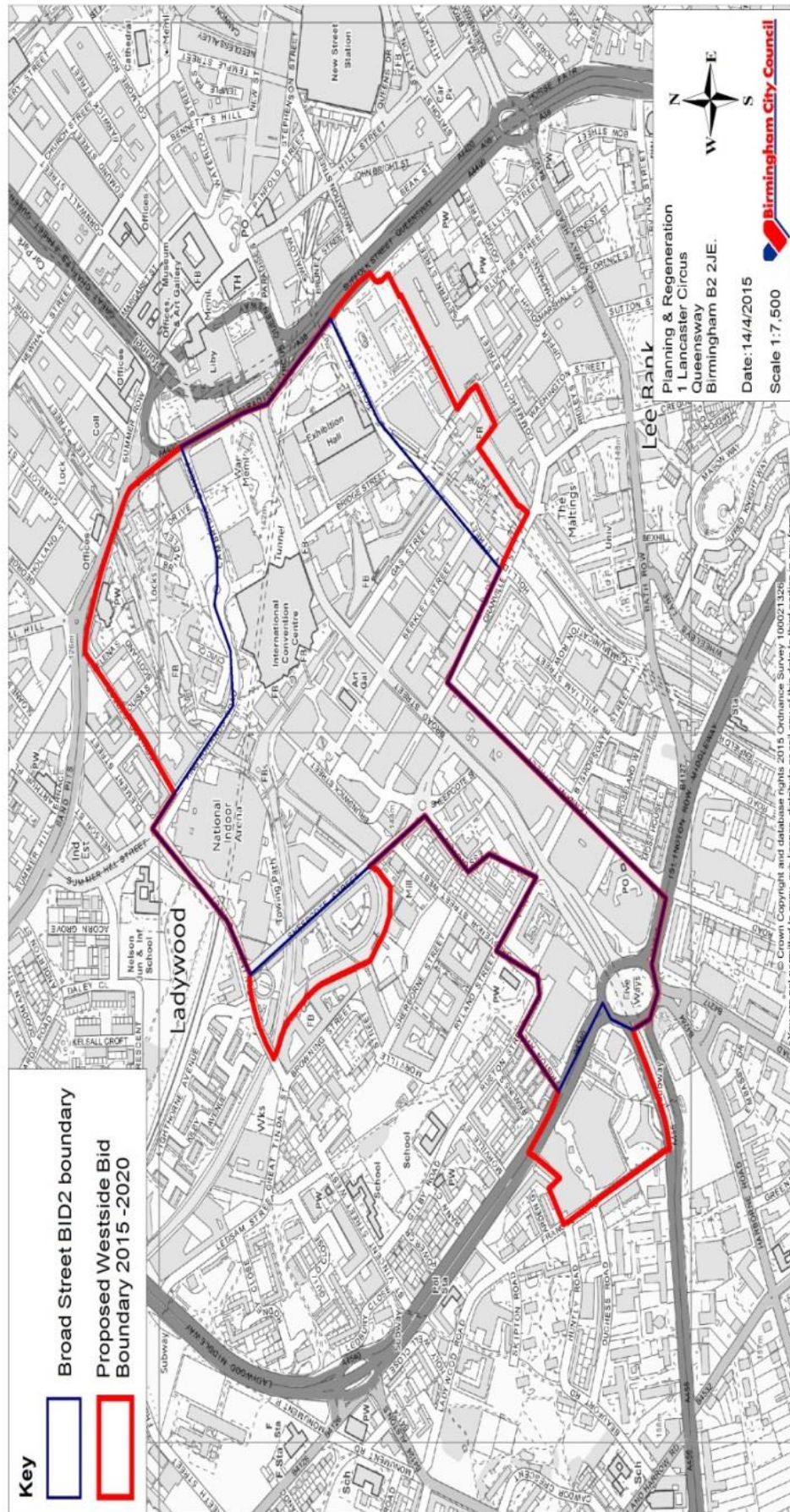
7.7 Public Sector Equality Duty

7.7.1 No implications A copy of the initial equality assessment screening EQUA483 is provided at Appendix 7.

8. List of appendices accompanying this report:

1. BID Boundary map
2. Renewal Ballot authority report
3. Outline of the BID Proposal
4. Financial implications for the City Council
5. The Principles of a BID
6. Ward Councillor Consultation Matrix
7. Public Sector Duty Statement Equality Analysis reference EQUA483
8. Equality Act 2010

Appendix 1 Westside BID boundary map



Appendix 2 WESTSIDE BUSINESS IMPROVEMENT DISTRICT SUPPORT FOR BALLOT REPORT

**DECISION TAKEN BY AN OFFICER UNDER DELEGATED AUTHORITY**

WARDS - Ladywood

**WESTSIDE BUSINESS IMPROVEMENT DISTRICT
SUPPORT FOR BALLOT**

1.a Name and Title of Officer taking the Decision
Chris Jordan, Assistant Director, Neighbourhoods

1.b Report of
Wayne Pell-Walpole, Business Networks Manager, Neighbourhoods

2. Outline of the Decision Taken

- 2.a.** To seek approval to instruct;
- i) the Acting Assistant Director Governance & Head of Electoral Services to contract with an independent election service company to oversee the ballot for renewal of the BID.
 - ii) legal services to draft an operating agreement and data sharing agreement once the ballot is completed and a new term agreed.
 - iii) service areas to provide baseline agreements for existing levels of service within the proposed Westside BID term 2 boundary (appendix 1)
- 2.b.** Note that there are ongoing financial implications to the City Council as a consequence of this report and the ballot, these will be detailed in a further report once the exact nature of the business plan proposed by Westside BID is submitted. BID Levy payments and collection costs, together with voting rights will be subject to this further report.

2.c. Which Delegation is being used for this decision?

Corporate Delegation PLACE 6a (i) and 13 (a)(i) The Place Directorate Schedule of Delegations	PLACE 6a
--	-----------------

2.d. What legislation gives the Council the power to take this decision?

Developing a strategy to improve High Streets within Birmingham to support the local economy and creating better facilities for local communities is made pursuant to the general power of competence contained in s1 Localism Act 2011.

The Business Improvement District (England) Regulations 2004 also specifies the requirements for local authorities to provide ballot for the purposes of setting up or renewing a BID.

3. Reason for Decision being Taken

Approval will enable Westside BID to continue toward renewal ballot in February/April 2020. Subject to the result of the BID ballot the BID will then continue to operate for a further term of five years from 29th July 2020 to 28th July 2025.

The BID may assist in the delivery of the Council's priorities particularly Outcome 1 (Priorities 1 and 2), Outcome 3 (Priorities 1), Outcome 4 (Priorities 1, 3, 4, 5, 6, 7 and 8)

4. Public or Private
Public Report**5. Cost Implication and Budget or funding to be met from:**

PAGE 1

The expected total cost is £4,775 (legal costs of approximately £3,000 plus external independent ballot £1,175 see appendix 2). This will be funded from Corporate Policy Contingency.

It should be noted that funding arrangements for BIDs are under review and, depending on the agreed outcome expected in spring/summer 2020, BIDs may be required to contribute towards costs through recharge of BID levy.

6. Compliance with Public Sector Equality Duty

There is no adverse impact. A detailed equality impact assessment will be provided for the subsequent report once the BID five year business plan is available.

7. Compliance with Data Protection

An existing data sharing agreement is in place in order to share information, particularly sensitive financial information regarding business rates, between the city council and the BID. This will need renewal to continue to protect both parties for 2020-25.

8. Compliance with climate change agenda

There is no adverse impact.

9. Implications for jobs and skills

The renewal of the BID will protect Five jobs at the Westside Business Improvement District Partnership.

10. Background / Additional Information

The concept of Business Improvement Districts (BIDs) was first established in Canada and the US in the 1960s and now exists across the globe. The first BID in England started in January 2005. While the first in Birmingham (Broad Street – now Westside), commenced later in the same year and 10 further BIDs followed up to 2013. A 12th BID in Harborne was set-up in 2017 and at least seven other areas have town team's, business associations or identified champions bringing businesses together to engage in place management.

Broad St BID operated for ten years from 2005 to 2015 in a similar location, however, it should be noted that the company reformed for the 2015 renewal into Westside Partnership Ltd which has operated Westside BID since and are looking to continue with the proposed ballot in 2020.

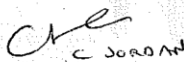
There are now over 320 BIDs in the UK. London has an action plan to develop BIDs and has recently seen its 50th BID created. An opportunity exists for Birmingham to aspire to have a similar action plan for expansion.

All BIDs must be established in accordance with the provisions contained within the Local Government Act 2003 and the Business Improvement District (England) Regulations 2004. In accordance with the BID Regulations, the 'Notification of Intention to Submit a BID Proposal for Balloting Purposes' must be submitted in a timely fashion to the Secretary of State for the Ministry of Housing, Communities & Local Government. This has been served by Westside Partnership Ltd and the City Council notified. (Appendix 3)

**WESTSIDE BUSINESS IMPROVEMENT DISTRICT
SUPPORT FOR BALLOT**

Signed by the named

Authorised Officer taking the decision:



Date: 17/1/2020

PAGE 2

Above Signatory – please print name

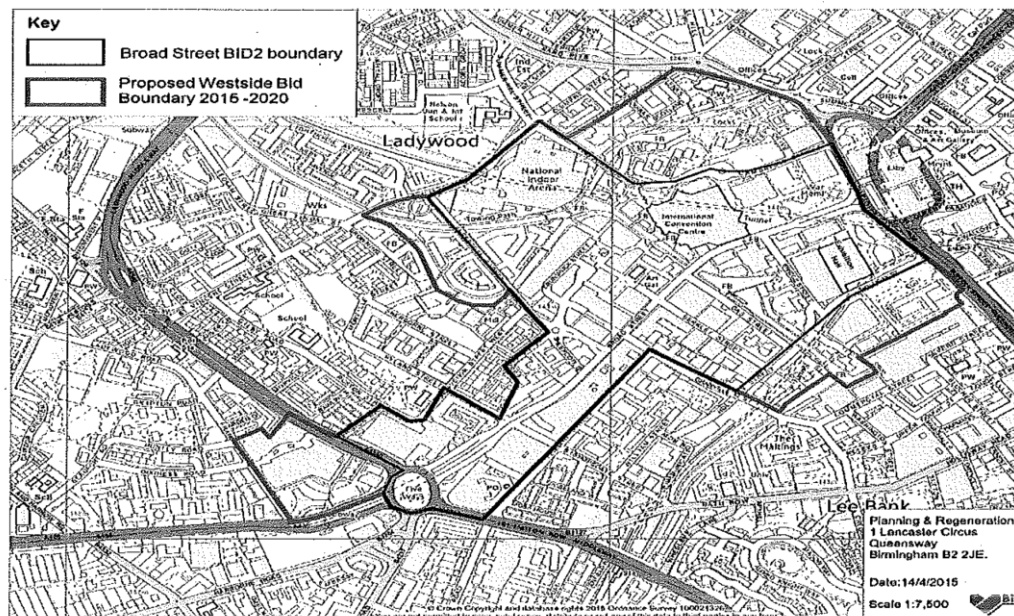
Chris Jordan

NB This decision form must be signed by the Authorised Officer named in Section 1 and not on behalf of another officer – if the decision is being taken by a deputising officer, their name must be stated in Section 1 and that they are deputising.

Contact Officer: Wayne Pell-Walpole
Business Networks Manager / BIDs Ambassador
Neighbourhoods
t: 077 033 73927
e: wayne.pell@birmingham.gov.uk
Document: v3
Dated; 20th December 2019

Appendix 1

Westside BID proposed boundary 2020-2025



Appendix 2
ERS quote



Quote Date: 07/11/2019
Quote Version: ERSQ19739

BIRMINGHAM CITY COUNCIL WESTSIDE BID 2020.

Project Specification:

310 individuals on mailing list
310 notice packs
310 ballot packs
Number of distribution sections (Fills): 2
Number of constituencies: 1

Number of resolutions: 1
Response channel(s): post
125 responses
Voting System: X-Vote

Summary:

Project	Price
Fees	£ 775
Printed Items	£ 545
Postage and Mail Processing	£ 455
Total	£ 1,775

A detailed breakdown of the prices listed above is provided in the subsequent pages

Additional Services	Price
BID Canvass Platform	£ 600
Pre-Notice Mailer – to gather accurate contact information	Price available on request
Additional Consultancy and Project Management charges	£ 50 per hour
Courier arrangements for duplicate and replacement ballot papers	£ 100 + courier fee
Special Delivery arrangements for duplicate and replacement ballot papers	£ 75 + delivery fee
Re-supply and re-process of Data after initial transfer	£ 75 per re-supply
External Meetings (excluding travel and subsistence)	£ 50 per person, per hour
Conference Call project set-up meeting	£ 25 per hour
Confirmation of Delivery Service – Calls to each Hereditament to ensure ballot pack has been received safely	£ 350 set up + £ 1.25 per call

The Election Centre • 33 Clarendon Road • London • N8 0NW • 020 8365 8909 • electoralreform.co.uk • enquiries@electoralreform.co.uk
Electoral Reform Services Limited • Registered No. 2263092 • Registered Office: Southbank Central, 30 Stamford Street, London, England, SE1 9LD



Quayside Tower
252-260 Broad Street
Birmingham B1 2HF

t. 0121 439 1923
e. info@westsidebid.co.uk
@westsidebid
www.yourwestsidestory.com

28th August 2019

Rhys Tomlinson
Local Taxation Division
Ministry of Housing, Communities and Local Government
Fry Block, South East, 2nd Floor
2 Marsham Street, London
SW1P 4DF

Dear Rhys

Notification of intention to submit a Business Improvement District proposal for balloting purposes, Westside Business Improvement District (BID)

Please accept this letter as notification as required under regulation 3(2) of The Business Improvement District (England) Regulations 2004, of the intention of Westside BID to submit a proposal to Birmingham City Council for balloting purposes at least 84 days from the date of this letter.

Name of proposed BID:	Westside Business Improvement District (renewal ballot)
Name of Billing Authority:	Birmingham City Council
Proposed ballot dates:	5 th March – 2 nd April 2020
Contact details:	Dipesh Mistry, Westside BID, 10 th Floor Quayside Tower, 252 -260 Broad Street, Birmingham, B1 2HF
	Tel: 07500 975 333
	Email: dipesh.mistry@natwest.com

I would be very grateful if you could confirm receipt of this letter and please do not hesitate to get in touch in the event of any queries.

I am copying this letter to the relevant parties at Billing Authority/Ballot Authority, Birmingham City Council.

Yours sincerely

Dipesh Mistry

Chairman

cc: Dawn Baxendale, Chief Executive, Birmingham City Council, Council House, Victoria Square, Birmingham, B1 1BB
Robert Connolly, Head of Electoral Services, Birmingham City Council, Council House, Victoria Square, Birmingham, B1 1BB
Wayne Pell-Walpole, BIDs Ambassador, Birmingham City Council, Council House, Victoria Square, Birmingham, B1 1BB

Westside Partnership Limited
Company Registration in England No 05631474 VAT No 869018208



Member



Member

Item 2

WEST SIDE
BIRMINGHAM

2020
to
2025







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CHAIR’S MESSAGE

The Westside Business Improvement District (BID) has gone from strength to strength. This has been in a period when the challenge to our area has never been greater. At the time of writing this article in December 2019, the West Midland Metro tram extension has been emerging in Centenary Square as the latest stage of that project. Along the length of Broad Street there is still much disruption as this extension slowly moves forward.

We are committed to working with the Mayor’s office and the team who are building the tram extension, offering encouragement as a critical friend. In other areas we have consulted in detail with our membership on the content of our proposal to continue as a BID. You have told us three things:

- 1. You want to see more of our wardens’ patrols.
- 2. You want the BID to increase its marketing of the area.
- 3. You want your BID levy payments to remain the same.

I am delighted to tell you that the BID board agrees with you, and we have identified and restructured our budgets to deliver all three of the above. This will mean more wardens on Westside, enhanced marketing of the area and your levy held at current rates.

I am convinced that with your support Westside BID will continue to achieve the following for all its members:

- Keep crime low and Westside SAFER by providing a professional high-profile warden service, supporting our colleagues in law enforcement.
- Keep the streets CLEANER in Westside by providing an environmental warden five days a week.
- Keep promoting the area and making Westside a BRIGHTER place to be with enhanced and deliverable marketing strategies.

Thank for your ongoing support.



Dipesh Mistry
Westside BID Chair & Local Director, Natwest

Westside BID = safer, cleaner, brighter.

WE PROMISED, AND WE DELIVERED

Here at Westside we are committed to fulfilling our promises to you. Our members’ satisfaction is at the core of everything we do therefore we try our best to meet all your requirements. Here is a list of things we promised and how we delivered on the various tasks:

We promised ... street wardens

We delivered ... we have a dedicated team of 15 street wardens who are committed to ensuring that our area is always protected, deterring criminal activity within the area. The Westside Street Wardens patrol the area for an average of more than 250 hours a week, the equivalent to 13,000 hours a year. The street wardens also provide a pastoral function to visitors and businesses e.g. directing lost visitors unfamiliar with the area and providing escorts to staff when required.

We promised ... enhanced marketing projection

We are delivering ... more marketing opportunities. As a business we understand the importance of marketing and advertising. We have a strong online presence on all social media platforms including Twitter, Instagram, Facebook and LinkedIn. We are also extremely proud of the latest part of our marketing package – the Westside World Magazine. This free magazine is printed and distributed across Westside every quarter, providing members with a platform to publicise their success stories, inform people about their events and highlight any issues they are facing. We also provide opportunities for businesses to benefit from free advertisement, enabling them to reach a mass audience through our magazine.

Westside World is for everyone, both in print and online. We deliver physical copies to your place of work, have more copies available to pick up around the area and host it on our recently relaunched website ... www.westsidebid.co.uk. Over the last few months we have delivered more than 3,000 physical copies of the Westside World. Our website also reaches out to the wider public with news stories, pictures, videos and information several times a week, marketing these stories via our multiple social media platforms.



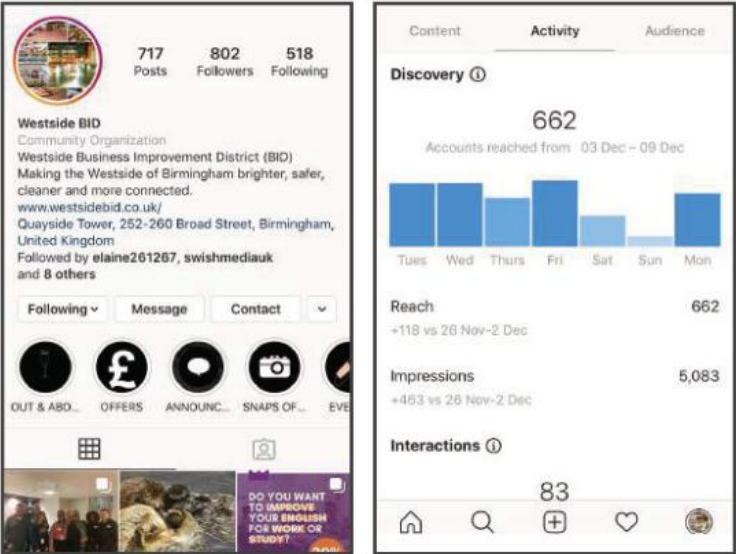
We promised ... continued street cleaning services

We delivered ... effective street cleaning services. Street cleaning is one of the many popular services the BID provides. We pride ourselves in ensuring that Westside is cleaner, brighter and safer for the benefit of our members and visitors coming into our area. On average our street cleaners collect 720 bags a litter, which is equivalent to 15,948 litres of litter removed a year, in addition to the council’s cleaning services. We have special clean ups if required, for example if an event results in extra rubbish, drugs paraphernalia and Debris left by rough sleepers is also removed by the Street Cleaners and Street Warden team. Included as part of the cleaning services we also provide a graffiti removal service. Any instances of graffiti that occur are reported by Street Wardens or Businesses and removed as soon as possible. Our additional support ensures Westside is well maintained for businesses and a continued tourist attraction.

We promised ... a brighter environment

We delivered ... a Black Sabbath bench on the new Black Sabbath Bridge on Broad Street. The original unveiling of this ‘heavy metal’ bench and then its installation on the bridge stimulated the attention of media from around the world. From the local Birmingham Mail and BBC Midlands Today, to the national music press and international TV, stories about the bench and the launch event were seen and watched by millions of people.

Our constant marketing has brought more than 60,000 tourists to Westside’s canals, businesses, galleries and theatres. The BID has also provided seasonal flowers and festive Christmas lights around the area, helping to brighten everyone’s daily life.



OUR SERVICES TO YOU

Westside BID is committed to providing exceptional service to all members, complementing the services currently provided by Birmingham City Council and West Midlands Police. This additional will ensure that Westside continues to grow from strength to strength.

Westside BID's Objectives

- Continue to provide street wardens who help to minimise criminal activity within the area, offering a welcome to all visitors.
- Continue to provide street cleaning services around the area to ensure that it's pleasant and well maintained.
- Create multiple marketing opportunities to help advertise the area and promote our members.
- Promote schemes to improve and manage the environmental quality of the BID area.
- Carefully manage Westside BID as set out in this proposal.
- Working with our partners and understanding their vision.

Birmingham City Council as the relevant billing and public authority has not been able to provide a comprehensive or definitive detail in respect of existing baseline services. We are hopeful soon they may be able to undertake this and will communicate with our members should this occur.

There are many services that the council provides, but we can't always measure their specific impact on the BID area. What we are doing is promoting effective engagement and dialogue with Birmingham City Council for our members, to help them benefit from what's available. This includes services such as:

- Planning
- Economic development
- Transportation
- Strategy
- Trading standards and licensing
- City centre management
- Environmental health



WHAT WOULD WESTSIDE LOOK LIKE WITHOUT THE BID?

Westside BID’s team is determined to work hard with all our partners to make sure we deliver all the services requested by our members. Our diverse and well-trained team are committed to supporting the area at all times. Without the BID’s support, Westside wouldn’t be as vibrant as it has become, and we want to ensure the area continues to progress.

Street cleaning. Westside BID is committed to enhancing the appearance of the area. Therefore in addition to the work provided by the council we are proud to provide street cleaning services, to ensure the area is as clean and pleasant as possible. On average we collect 60 bags of litter a month which equates to 720 bags a year. We also clean up debris left by rough sleepers and drug users, in addition we remove graffiti at the earliest opportunity. This in addition to the litter removed by Birmingham City Council.

Frequent promotion of the area. We use our various marketing strategies to provide multiple opportunities to promote the area and our members. We are constantly active on all social media platforms and are pleased at the positive response our new Westside World Magazine has received. We have also relaunched our website – www.westsidebid.co.uk – with a modern design for yet more brand exposure, and this has already received plenty of positive feedback. In addition to the above, we also provide free advertisement opportunities throughout the year to members. We ensure that all our media platforms are used effectively to remind people about all the attractions of Westside and its members.



Walk of Stars. Here at Westside we are the proud home to Broad Street’s Walk of Stars. We are thrilled to have awarded stars to more than 40 well-respected individuals and teams from various sectors. Our panel who decide the recipients of the star is led by Birmingham’s own legendary and world-famous comedian, Jasper Carrott.

Street wardens. We have a well-trained team of street wardens who patrol the area for an average of more than 250 hours a week, working closely with West Midlands Police. This additional support ensures that all BID members’ staff, visitors and the general public feel protected. The frequent patrolling helps to minimise criminal activity within the area. In addition to this we ensure that beggars are quickly and effectively moved on. We continue to provide support to venues dealing with difficult individuals and tense situations on a daily basis. Wardens liaise with City Watch to ensure that incidents are promptly attended to and recorded.

The street Warden role is extremely difficult, and we are facing increasingly challenging times, with Wardens occasionally being assaulted however we aim to ensure our area always remains protected.



WHAT WILL THE NEW AND ENHANCED BID BRING?

During the BID's next term of 2020 to 2025, we intend to grow the quality of our services, continuing to serve the area and the businesses in it, ensuring that Westside is a safer, cleaner and brighter place to be.

Promoting the area even more energetically, using our print, online and social media to market what Westside offers.

Providing more wardens, day and night, weekends and weekdays.

Continuing to develop our neighbourhoods.

Acting as a strategic leader for the area, guiding development placemaking and growth.

Enriching the day-to-day living experience for our developing residential population by connecting them with Westside's business community.

Developing our existing what we have already done to promote the area.

Taking more care for everyone on our streets.



WHY VOTING MATTERS

On Thursday 5 March 2020 Ballot papers will be sent out and businesses in the area will be asked to vote for a new five-year term for Westside BID. Papers need to be returned by Wednesday 1 April 2020. This vote will be your choice.

- A ‘yes’ vote will allow us to move forward with enhanced business development as proposed.
- But a ‘No’ vote will take the area ten steps back to the days before the BID, when Westside was neglected, suffered from crime and was unattractive for businesses.

The vote is not just about contribution from businesses for a continuation of services, it is also about confirming the BID’s plan for positive change.

Voting for Westside BID is incredibly important because it will ensure that the area remains safer, cleaner and brighter. We want to ensure that Westside continues its reputation as an international tourist attraction.

We want to see Westside’s continuous development, by welcoming some of the world’s biggest artists and being the proud home to some of the nation’s most respected venues, bars, clubs, hotels, and restaurants.

Since the creation of the BID, more litter is being removed from our streets and crime trends declining due to our street wardens who help deter criminal activity. We also intend to continue our strong networking activities within the area by hosting frequent events, bringing our business community together. This helps us to hear everyone’s thoughts and concerns, which we then endeavour to action.

Westside BID wants to build on success so that we:

- Continue with our street wardens who help develop the area by discouraging crime, patrolling all corners of Westside for more than 13,000 hours a year.
- Providing pastoral care to visitors of Westside.
- Make further environmental improvements such as street cleaning, ensuring the area is well maintained and pleasant, helping to increase visitor numbers.
- Develop Westside marketing, by continuing to be a platform for our members to showcase themselves as businesses, promoting any events and offers they have.
- Continue providing tourist attractions for members and the general public, like the Black Sabbath bench and many other cultural gems.
- Develop a truly world class area for Business, residents, workers and visitors producing a comprehensive Westside Master plan.



WHY ‘WESTSIDE BID’?

This is a joint brand for all the diverse businesses and visitor offers across the area. This includes Broad Street, Brindley Place, Five Ways, the Axis building, Broadway Plaza and surrounding areas as defined in the map you can see later in this proposal document.

Westside is now the envy of our national and international destination competitors, and we have a range of facilities that cater to everyone’s needs. Whether it’s exciting plays at the REP and Crescent theatres, fun-filled nightclubs, world class musical performances or conferences at the ICC and Symphony Hall, Sporting events at the Arena Birmingham or places to meet, drink and dine in Brindley place, Westside is rich in what it offers.

But we never rest on our laurels. We recognise in business that if we fail to move forward, we lose growth and profits.

That’s why a ‘yes’ vote for Westside BID for 2020 to 2025 is a vote for growth, a vote for investment and a vote for increased competitiveness and an enhanced marketing and production of a Westside Master plan.

A ‘yes’ vote for the BID means voting for a better business community, enhanced marketing and a cleaner, safer and brighter place to work and visit in Birmingham.

We promise to continue to build strong working relationships with our members and identify how the BID can develop on its success by reducing crime, making the area more attractive for business and more inviting for the general public.

To contact the Westside BID team with suggestions on ways to improve our area, please contact us on 0121 439 1923



MINIMISING CRIME AND ANTI-SOCIAL BEHAVIOUR

Today, thanks to the BID, crime is down, the area looks well-maintained and inviting, which has resulted in more businesses moving to Westside.

How has this been achieved?

- The street warden team is at the heart of the BID. This is made up of 15 friendly Wardens that welcome thousands of visitors to the area.
- Wardens work positively with the police to reduce crime and anti-social behaviour.
- Each warden deals with hundreds of requests per week, and they are committed to getting the best results for the area and our members.

Westside Bid wants to continue and build on this success by ensuring:

- Strengthening the street wardens team.
- Continuing its positive work with the police.
- A continuation of the Street Wardens pastoral care by assisting the homeless into sheltered accommodation.

We need to remain several steps ahead of criminals and those who commit anti-social behaviour to continue to keep Westside safe with a welcoming atmosphere. We have an established relationship with City watch, who monitor the BID area 24 hours a day. Throughout the day City watch notifies the wardens if there is a concern in the area and the Wardens then take the necessary action. Additional support is provided by the wardens wearing body cameras.

Prior to the Bid, parts of Westside had issues with low level crime, anti-social behaviour and looked run down. The BID's investment and Street warden service has fundamentally improved this.



RETAIL CRIME OPERATIONS

One effective, more traditional and trusted way the BID operates is via analogue radio links providing round-the-clock communications between street wardens, entertainment venues, the City Watch CCTV control room and West Midlands Police. However digital the world becomes, no communications are as far-reaching and reliable as our analogue radio system, helping our pool of street wardens to keep Westside secure.

“The Westside wardens are always a great help to the Business. Over the years we have built a very good working relationship with the team and they are always available to support the Business when we need it most. They are a crucial element to the area, and we appreciate the work that they do”

-Steve Emmison Velvet Music rooms

“Policing is intrinsically linked to the work of the BID and we have an excellent relationship with all levels of the team. It is vital for people to feel safe and sound that we work alongside the security and ambassador team and there work is simply amazing and allows us to understand and target the deeper causes of issues such as drugs, aggressive begging and anti-social behaviour by building capacity around supporting the frontline interactions.

As the Superintendent I sit on the board of Westside BID and support the strategic direction of the BID and security across the area”.

-Superintendent Ian Green



WESTSIDE WELCOMES COMMONWEALTH GAMES 2022

The Westside BID is very excited to be welcoming the Commonwealth Games to the City. When they were held in Scotland in 2014, this saw more than 2.1 million visitors and 1 billion viewers from across the world. With such a large-scale sporting event taking place in Birmingham this encourages multiple benefits to the area including:

- Increased tourism.
- A rise in job opportunities.
- Further exposure of the Westside area.
- This brings unparalleled benefits to the area.

Birmingham city centre is already being refurbished in preparation for the event. One example is the extension of the West Midlands Metro tram service, making it easier for visitors to travel around the city, resulting in increased spends in the Westside area. The council has also invested money to provide 65,000 sq m of new and improved public spaces and 28 miles of enhanced walking and cycling routes. This all means the Commonwealth Games will be a brilliant platform to showcase the Westside area on the world stage.

At Westside, we will continue to invest in the area by enhancing our floral displays, decorative lighting, street cleaning, the Walk

of Stars and other marketing activity and promotional events. All this comes on top of ensuring the area remains safe and well connected. The BID will produce a detailed Westside Master plan to guide and support investment in the area, building on the games and their legacy. The BID goes above and beyond in ensuring that we will support our members during this exciting period by ensuring that we see growth and development, in all areas, reminding all visitors why Westside is the place to be in Birmingham.

As BID we are ideally positioned to capitalise on this opportunity, as Westside is fortunate enough to home over 110 bars, clubs, hotels, restaurants and leisure venues. This means the Commonwealth Games will stimulate revenue within our area, making it more profitable and hopefully leaving a lasting impression on visitors. It will make Westside an area they will return to, and show them why Birmingham is the second city to visit.

We are delighted to have the Commonwealth Games office based in the heart of Westside, on Broad Street. This is a great addition to the Westside district, and we are looking forward to building a working relationship with the office and to help us take full benefits from all the tourism the Commonwealth Games will bring to Birmingham.



MARKETING AVAILABLE TO OUR WESTSIDE MEMBERS

Here at Westside BID, we understand the importance of marketing and the positive impact this can have on our members’ businesses. Therefore, we make it one of our priorities to explore all marketing opportunities to ensure we provide only the best for our members.

This is of great benefit to our members as it is a free marketing opportunity all year round. Members can contact the team directly and we will promote their events, special offers or opening hours – the options are endless.

Social Media: We realise that social media is a crucial marketing route that enables us to target huge mobile audiences. We therefore have a strong online presence on Twitter, Instagram, Facebook and LinkedIn which allows us to promote the area. At Westside, we have an experienced social media team that can utilise the platforms to engage with diverse audiences for the benefit of our members. We have regular scheduled posts which ensure that our content is frequently updated.

Westside World: We have recently launched the latest addition to our marketing package, the Westside World Magazine. This printed glossy magazine is a free opportunity for our members to showcase their recent achievements, stories of success or current promotional offers. Not everyone is on social media, so we have created this product to ensure that it caters for those individuals. Our dedicated team hand-delivers copies of Westside World to your business so you and all can read it at your leisure, or you can download it as a PDF file on your phone to read on the train back from work.

New Website: We are thrilled at the positive feedback our new and contemporary website has received. Working with the best web designers in the business, we have brought you a new website that is easy to navigate and an excellent platform for you to promote your presence as a business. This website is of great benefit to potential visitors to the Westside area as they can see the diverse range of activities and leisure events to attend.

To find out how your businesses can get involved with the Westside BID marketing activities contact:

Luisa Huggins: Luisa.huggins@westsidebid.co.uk

Elaine Weir: Elaine.weir@westsidebid.co.uk



Westside is an incredible and vibrant centre for businesses.

Without the BID this promotional work for your Business would not exist.



WESTSIDE VISION

Westside (along with the Ladywood residential area) was identified as a 'quarter' in the **Big City Plan** (published by BCC in July 2011). It was described as a diverse and vibrant part of the City Centre with numerous international-class visitor attractions. Investment in the ICC and Symphony Hall; Arena Birmingham, the Mailbox, the Repertory Theatre and National Sea Life Centre was highlighted, along with the substantial regeneration centred around a rejuvenated canal network.

Subsequently, BCC adopted the **Birmingham Development Plan** as the statutory planning framework for the whole city in January 2017. It sets out a vision and a strategy for the sustainable growth of the City for the period up to 2031.

The Birmingham Development Plan remains as the key land-use planning document governing the development of Westside, supported to some extent by the Big City Plan. It is used in determining planning applications and most private developers will refer to it, before considering making any meaningful investment in the area.

In terms of movement, connectivity, and accessibility, both the City Council and more recently the Mayor of the West Midlands / TfWM have a substantial impact on how Westside operates and may develop in the future.

BCC will introduce a **Clean Air Zone** from the 1 July 2020 that includes the BID area and will operate 24 hours a day, 365 days a year. Charges will be applied daily.

In January 2020, BCC produced a draft Birmingham Transport Plan 2031 for consultation. **The Birmingham Transport Plan 2031** describes what the City needs to do differently to meet the demands of the future.

Finally, BCC is also currently consulting on major enhancements to **City Centre Public Realm**. It is anticipated that around £25 million will be invested in these works over the next two years.



Impact on Westside

The Big City Plan has helped encourage and guide substantial investment in Westside over the last decade. The Library of Birmingham situated on the west side of Centenary Square opened on 3 September 2013 to replace the former Birmingham Central Library.

The Birmingham Development Plan reinforced the need for improved connectivity from the heart of the City Centre, along Broad Street to Five Ways and out to the leafy suburbs.

Centenary Square has been completely reconstructed in a comprehensive £40 million project and the new space incorporates trees / green spaces, water features and greatly improved lighting in addition to large areas of paving that are adaptable for use to host major events.

The Midland Metro is being extended from New Street station, past the Town Hall and Centenary Square, along the length of Broad Street to Hagley Road / Five Ways. This £149 million project will transform journey opportunities for Westside, giving links to key railway stations and the wider region.

Opportunities and challenges

Exciting times for Westside, our City and the wider region.

Birmingham will be at the centre of the world stage during the **2022 Commonwealth Games** and the City Centre will act as a gateway for many visiting our City for the first time.

Birmingham sits at the centre of the proposed **new national high-speed rail network - HS2**. A new, £492 million railway station will be built at Curzon Street.

There are, however, many challenges threatening the continued growth and success of Westside.

Nationally, the growth of online gambling and entertainment, retailing and provision of financial/commercial/legal services is a concern for all that own or work at our many businesses.

While we work collaboratively with the other City Centre BIDs, we have to continuously benchmark ourselves against their performance. Your BID Board engage proactively with other local partners but are mindful that we must constantly be vigilant - working together where it adds value but safeguarding the commercial interest of Westside at all times.



The Metro investment is welcome and will offer a step change in access to and through Westside. However, many workers, visitors, residents and those seeking leisure and entertainment will be looking to access Westside on foot, by bike, rail, bus, Taxi (including Private Hire and Uber) and some by private car.

Put bluntly, there is no overall strategic vision centered on Westside and how it will grow in a sustainable way going forward.

BCC has declared a **Climate Emergency** and your BID Board are aware of the potentially damaging effect on business of changes in weather patterns and other environmental challenges. A BID Masterplan can help identify and press for positive action - more street trees, rain gardens and other features that absorb rainfall and help minimise flooding, green walls and roofs, use of solar panels and Electric Vehicle charging points.

Improvements on Broad Street (delivered as part of the Metro extension) will help to rejuvenate the very tired public realm

on this key spine but do not address the very poor state that most streets, pavements and essential furniture (streetlighting, bins, signing, wayfinding and seating) are in. Around 80% of our public realm is made up of streets, pavements and squares and most of it across Westside is in a very poor state.

Broad Street can be reimagined and form a grand boulevard running as the key central spine through Westside, but connectivity and improved accessibility across and throughout the BID area is key. Information is key here and your BID Board are keen to examine how to ensure that Westside feels like a coherent ‘whole’ and in particular how we can help make it more legible.



Plan of action

Your BID Board has carefully considered the most effective way to set out and facilitate the delivery of the many changes needed to ensure the ongoing sustainable growth and development of Westside.

Quick wins

- 1. Respond positively to current BCC consultations on new transport policies and proposed public realm improvements
- 2. Commence detailed street scene audits, starting with Centenary Square to clearly identify opportunities for radical de-cluttering
- 3. Develop an up to date Interconnect map base for Westside with tear-off maps for businesses, especially visitor attractions and hotels

Medium term proposals

- 1. Devise, consult on and publish an ambitious 'Westside Masterplan' to inform, guide and facilitate development and placemaking
- 2. Install a comprehensive network of Interconnect totems throughout Westside as the key means of enhancing legibility and delivering world class wayfinding
- 3. Deliver a radical 'Places for People' programme, consistent with the Birmingham 2031 Transport Plan that prioritises people over private cars

Longer-term aspirations

- 1. A carbon-neutral Westside with exemplary access, connectivity and inclusivity.
- 2. All buildings to meet the highest environmental standards
- 3. Zero air pollution, minimal noise pollution and a vibrant eco-system based around extensive greenery and optimisation of water use and disposal

WEST MIDLANDS METRO TRAM EXTENSION ONTO WESTSIDE

There is ongoing work to extend the West Midlands metro through the City centre and across the wider region. The tram will run from New Street to Centenary Square, Broad Street, Five Ways, and Hagley Road. The projected completion date for the project will be 2021.

Whilst it has been a challenging period for businesses within the area, we cannot dismiss the fantastic opportunity this will bring to our area. Some of the many benefits this will bring are:

- Easier transport for commuters who work in the Westside area
- Increased footfall
- New spend from extra visitors
- Reduced air pollution from less traffic in the area
- Environmentally friendly vehicles
- More frequent services than buses.

This will benefit the Westside area because the transport service will bring more tourists, which means increased profits for local businesses, along with great brand exposure for our bars, clubs, restaurants, and hotels.

Whilst the redevelopments are happening, as a BID we aim to provide as much support to our members as possible. We will achieve this by posting your brand on social media to remind people that Westside is still open and ready for business and try to assist with any queries or concerns you may have. We are confident that once the development has been completed it will help to boost the area’s profile and revenues due to the Metro taking more visitors into the heart of the Westside area.

Making Westside more accessible.



Photo taken by MMA



Photo taken by MMA

WESTSIDE'S MAIN ATTRACTIONS

Broad Street. This is Birmingham's dynamic entertainment destination offering everything from intimate Canalside bars, international club venues to comedy nights and a diverse selection of dining opportunities available. We are proud to be the home to some of Birmingham's most popular destinations, some of which include the Arena Birmingham, the ICC and Symphony Hall. The venues in Birmingham are rich in diversity by offering a variety of things to do for families or groups of friends our in the evening.

Centenary Square. The Symphony Hall Birmingham is one of many celebrated venues within the area which welcomes over 450,000 people through their doors. The Symphony Hall's entrance area is currently benefiting from a £13.5m redevelopment, featuring a modern space with extra bars and additional performance spaces. The library of Birmingham is another popular destination within the Westside area which is described as the largest public library in the United Kingdom and the largest regional library in Europe. Baskerville house and Centenary square are also key businesses within centenary square making it a great destination for the the Westside area.

Broadway Plaza. We are extremely pleased with the success of the newly refurbished cinema, Odeon Luxe which offers visitors a 5-star cinematic experience with recliner sofas and a variety of confectionery stands are available, as well as being home to one of only four in the UK Dolby Cinema screens, providing a cinema experience with superior sound, picture and environment.

Broadway plaza also prides itself on its exceptional fitness and leisure facilities, as well as offering a fantastic range of family activities including indoor rock-climbing, indoor bowling and also indoor golf. There's a great variety of entertainment and dining options making it a prime location for an evening in the city. With up to 3 hours free parking available and an onsite hotel, this makes Broadway Plaza an ideal place to Eat, Play and Relax.

Fiveways. Is another continuously developing area within the BID, which is home to some of Birmingham's most loved restaurants and night club destinations. They have a wide range of leisure facilities for all to enjoy, with their Euro car parks located by Broad Street.



Gas Street Basin. This is the heart of Britain's canal network. Historically, Gas Street Basin was the meeting point of the Worcester and Birmingham canals and the Birmingham canal main line. For the first 30 years a solid bar – the Worcester bar – separated the two canals so that the Birmingham canal navigators would not lose water to the Worcester and Birmingham Canal. As for the name, its explanation is simple: Gas Street was the first street in the city to have gas lighting.

Roundhouse and Sheepcote Street. The Roundhouse is a landmark building at the heart of Birmingham's canal network, which is a Grade II-listed building original constructed by the Corporation of Birmingham as a mineral and coal wharf in the 1870s and used for stabling and storage.

The Fiddle and Bone is a great venue with delicious home-cooked food, great entertainment, quality real ales and selected wines.

Along Sheepcote Street there is a great choice of community shops, floral displays (provided by the BID) and medical outlets. It's a thriving community at the heart of Birmingham.

Brindley Place. Brindley Place is perfectly positioned next to the renowned Arena Birmingham and the Symphony Hall, making it an ideal place for a pre-concert meal and drinks. It is also well connected being just a 10-minute walk from New Street station and just off Broad Street.

For a family day out, we are the home to the world-renowned Sea Life Centre and Lego Land. These venues are ideal for a great day out with family and friends. There really is something here for everyone at Westside in Birmingham.

Brindley Place has so much to offer from the internationally renowned IKON art gallery to the Crescent Theatre, the UK's leading amateur dramatic arts venue. This hosts a wide range of productions from classics to modern, thought-provoking performances.

The professional and financial sector is also well represented with firms such as RBS, NatWest, Deloitte, Unity First and Deutsche Bank, which has its trading floor, as well as sales, structuring and research operations based at Brindley Place.



MAP OF WESTSIDE BID

The edge of the boundary begins on the paradise circus Queensway (the side closest to Broad Street), heading down Suffolk street Queensway and just past the axis building.

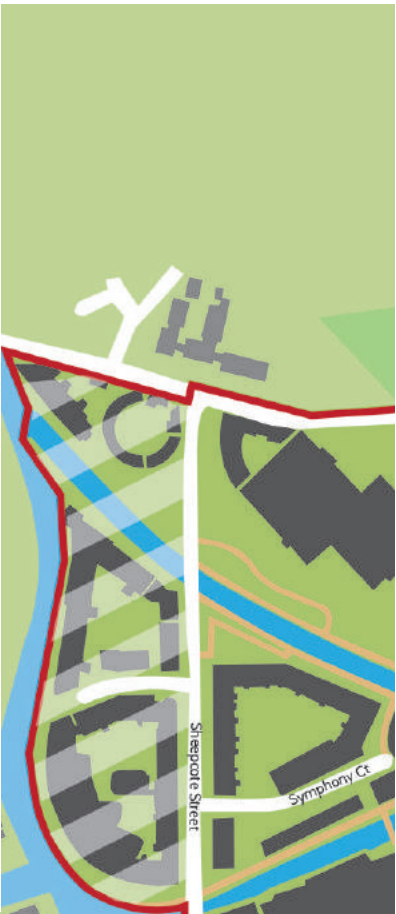
The boundary goes between the Mailbox and the Axis down towards the end of Holiday Passage. The boundary continues around the canal and crosses the bridge, following the canal route until Granville Street. Then go down Granville street, passing over the roundabout and continue. The boundary turns left at Tenant Street and continues until you get to Islington Row Middleway, where the boundary turns right up to Fiveways Island.

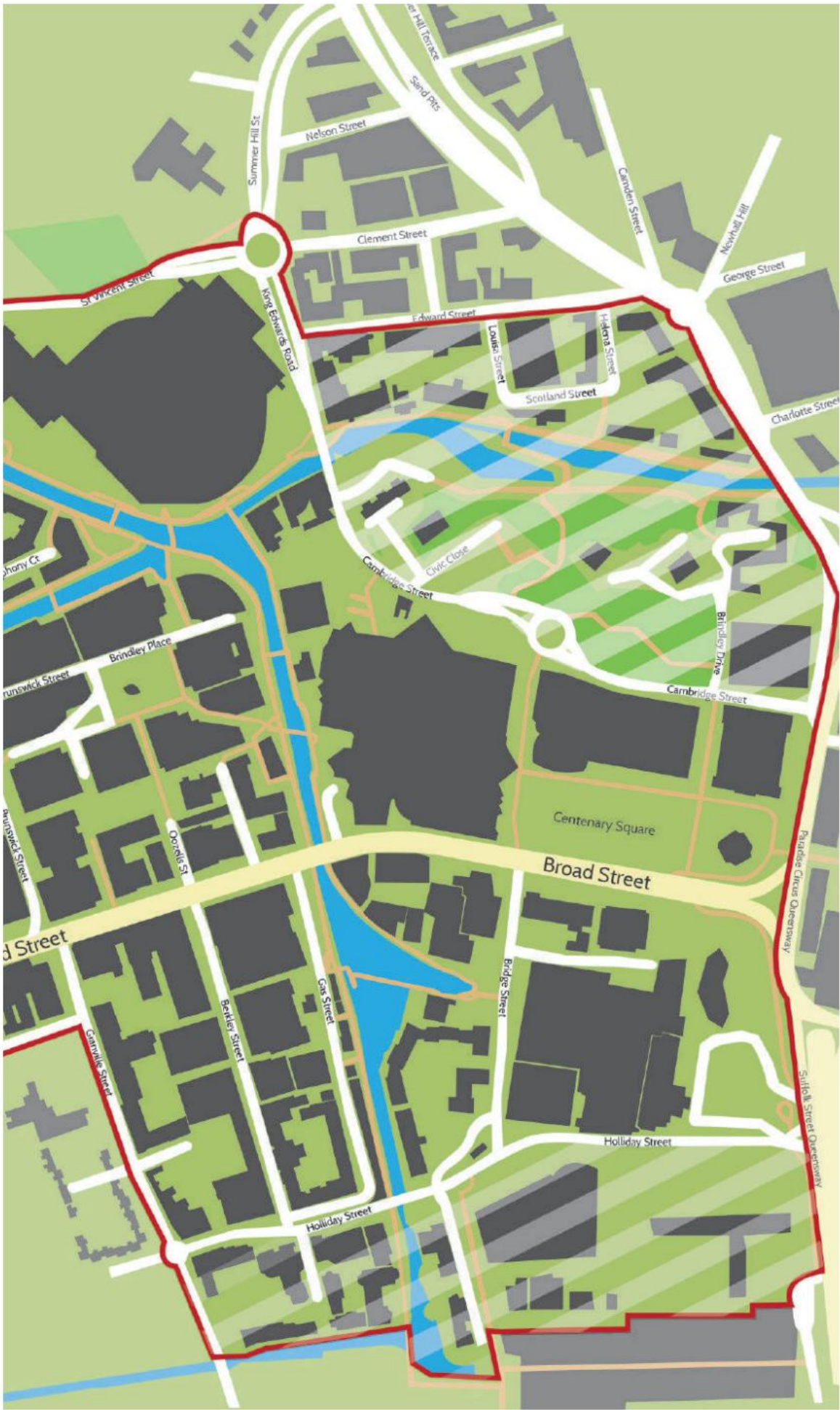
When at the roundabout, the boundary turns into the exit onto Hagley Road, then turns right onto Francis Road. The Boundary line incorporates the Broadway Plaza estate and returns to the Ladywood Middleway.

Travel back towards the roundabout, the border turns left down Friston Avenue, then turning right onto Ruston Street and onto Grosvenor Street West. The boundary then turns down the first right onto Ryland Street, continuing to the first left onto a passage which leads to Essington Street.

At the end of Essington Street, the line turns left onto Sheepcote Street where it continues up until the Canal bridge and then heads in a north-westerly direction along the canal until it meets the junction with St Vincent Street, turning right continuing along St Vincent street until the first roundabout where the Boundary line goes around the roundabout onto King Edwards road.

The Boundary line travels along King Edward’s Road and turns left onto Edwards Street and then continues straight to Sand Pits. At Sand Pits, the Boundary line goes along the parade and it continues until it joins back up with Paradise Circus Queensway.





List of roads contained within the BID area:

- Kingston Row
- James Brindley Row
- Civic Close
- Louisa Street
- Scotland Street
- Helena Street
- Holiday passage
- Bridge Street
- Holiday Street
- Broad Street
- Gas Street
- Berkley Street
- Upper William Street
- Sheepcote Street
- Brunswick Square
- Cumberland Street
- Oozells Street North
- Brunswick Street
- Tennant Street
- St Martins Street
- Islington Row
- Bishopgate Street
- Rake Way
- Sandy Way
- Five Ways
- Hagley Road
- Ladywood Middle way
- Friston Avenue
- Suffolk Street Queensway
- Cambridge Street
- Francis Street
- Newhall Street
- Newhall Hill
- Charlotte Street
- Cambridge Street
- Clement Street

HOW WILL THE BID BE FINANCED?

The principal source of funding is the annual BID levy which will be applied to all business ratepayers in the BID area. The levy structure reflects the expected demands to be placed on the BID’s services by different sectors. This is a third-term BID proposal to cover the period 28th July 2020 to 27th July 2025.

Pubs, bars, clubs, casinos outside of Brindley Place and Broadway Plaza – 2% of rateable value.

All other businesses including hotels, restaurants, leisure facilities, conference centres, offices, shops and public car parks – 1% of rateable value. All businesses in Brindley place and Broadway plaza to pay 1% this to reflect their estate charges and lower demand on the BID’s essential services. VAT will not be charged on the BID levy.

In all cases the following will apply:

- 1. **Business premises with rateable values below £10,000 will be exempt from the BID levy.**
- 2. **No relief is proposed for vacant premises.**
- 3. **The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%, subject to BID board approval. Those seeking annual relief must make applications to the board before any discount is given. No retrospective relief will be given.**

Where a property is taken out of the rating list, the BID levy will apply up to the day before the effective date of removal and the annual BID Levy will be apportioned accordingly.

Where a new assessment is brought into the rating list, the BID levy will apply, using the latest rating list from the effective date as shown in the rating list. The annual levy will be apportioned on a daily basis. The BID levy will be increased in years one, two, three, four and five of the BID, by the annual inflationary factor for local non-domestic rate bills, as calculated by the government.

Note 1: The BID levy will be applied to hereditaments with rateable values of £10,000 and above as assessed in the latest local non-domestic ratings list.

Note 2: Where, at the time of the ballot there is no occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.

Note 3: The BID Levy will be assessed against the most up to date and available ratings list.

The Westside BID continues to be operated by the dedicated BID company, Westside Partnership Limited, with a board of directors. Westside Partnership Limited will be directly accountable to BID levy payers for:

- 1. Upholding and promoting the BID’s vision and objectives.
- 2. Effective and efficient delivery of the projects and services as set out in this document.
- 3. Promoting the conditions necessary to secure the active and continued support of business members and other partner organisations.
- 4. Consulting on the renewal of the BID in the last year of its term and bringing forward a BID renewal proposal document as appropriate.

Every levy-paying business and other organisations making agreed annual financial contributions will be members of the company and eligible to vote at general meetings.

The board will meet at least quarterly to oversee the overall direction and delivery of the BID’s activities, on behalf of member organisations, and present an annual update and report on performance. To ensure the ongoing viability of the BID on a day-to-day basis, the BID general manager with his team will oversee the BID management. The general manager and team will be accountable to the BID membership.

Costs incurred in developing the BID proposals and associated logistics are met from the current BID levies (2015-2020) and there are currently no alterations to be made to the BID proposals.

Ballot arrangements

Westside BID is currently staffed with a General Manger with supporting staff. This will continue with the new five-year BID term.

1. All eligible businesses with a rateable value of £10,000 or more will be entitled to vote if they were listed as a non-domestic ratepayer within the proposed BID area on the date the notice of ballot is published.
2. In the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be liable for the BID levy and will be entitled to vote.
3. Each ratepayer entitled to vote will have one vote in respect of each property (hereditament). This means that some businesses will have more than one vote.
4. For Westside BID to succeed, the ballot must secure majority support (over 50%) of those who vote i) by number and ii) by rateable value.

Ballot papers will be dispatched Thursday 5 March 2020 and should be returned no later than Thursday 2nd April 2020.

Levy collection

The BID levy will be invoiced annually to all liable businesses on or around 28th July each year of the five year BID term. The levy will be collected by Birmingham City Council and passed to the BID company.

Commencement date term

- The BID’s fourth term is due to commence on 28th July 2020. All plans proposed will be implemented on 29th July 2020
- Before this end date, the BID company will seek a further renewal of the BID and will seek a new mandate via a renewal ballot with eligible hereditaments.

Alteration of BID arrangements

- The BID area and BID levy (other than inflationary increases proposed) can only be altered via an alteration ballot or when a renewal ballot is held.
- BID projects, costs and timescales can be altered subject to the BID company’s board providing they fall within the resources available to the BID
- to the BID company’s board providing they fall within the resources available to the BID



WESTSIDE BUDGET FORECAST

	20/21 Budget	21/22 Budget	22/23 Budget	23/24 Budget	24/25 Budget
Income					
Income Billed	613,511.50	625,168.22	637,671.58	650,425.01	663,433.51
APPG for BID's Parliamentary Grant	500.00	500.00	500.00	500.00	500.00
Other Contributions	14,400.00	14,520.00	2,646.00	2,778.00	2,917.00
Total	628,411.50	640,188.22	640,817.58	653,703.01	666,850.51

Expenditure

Marketing and Communications					
Core Promotions/PR/Networking	20,000.00	21,000.00	22,050.00	23,150.00	24,300.00
Street Scene Artistic Enhancements	22,250.00	22,362.00	23,480.00	24,655.00	25,150.00
Westside Charitable Endeavour (WCE)	6,500.00	6,750.00	7,000.00	7,250.00	7,500.00
Non-Core Promotions/PR/Events	5,000.00	5,250.00	5,512.00	5,790.00	6,080.00
Social Media/Website	14,750.00	15,490.00	16,250.00	17,065.00	17,920.00
General Spend	4,750.00	4,990.00	5,240.00	5,500.00	5,775.00
Events	16,500.00	17,325.00	18,195.00	19,105.00	20,060.00

Safety & Customer Services					
Street Wardens and Ambassadors	190,000.00	193,800.00	197,700.00	201,655.00	205,690.00
Radio Link	18,500.00	18,870.00	19,250.00	19,635.00	20,030.00

Environmental Enhancements					
Area Lighting	10,000.00	10,200.00	10,405.00	10,615.00	10,830.00
Floral Displays	21,500.00	21,930.00	22,370.00	22,820.00	23,275.00
Street Cleaning	31,500.00	32,130.00	32,775.00	33,430.00	34,100.00
Supplementary Work	4,850.00	4,950.00	5,050.00	5,151.00	5,255.00

Management					
Westside Management Team	135,000.00	137,700.00	140,455.00	143,265.00	146,130.00
Office Accommodation	22,500.00	22,950.00	23,410.00	23,880.00	24,360.00
Administration	27,000.00	27,540.00	28,090.00	28,652.00	29,225.00
Professional Costs					
Insurance	9,500.00	9,690.00	9,885.00	10,085.00	10,290.00
Accounts & Audit	17,500.00	17,850.00	18,210.00	18,575.00	18,947.00
Legal (Provision)	12,000.00	12,240.00	12,485.00	12,735.00	12,990.00
Surveys / Reports	15,000.00	15,300.00	15,610.00	15,925.00	16,245.00
Total Expenditure (£)	604,600.00	618,317.00	633,422.00	648,938.00	664,152.00

BOARD OF DIRECTORS



Dipesh Mistry



Amy Langham



Supt. Ian Green



Gerald Manton



Mark Holbeche



Matthew Symes



Johnathan Codona



Samantha Dunion



Steve Evans



Waseem Zaffar



John Mcdermott



Joanne Hanley



Sir Albert Bore



Saqib Bhatti

ALTERNATE DIRECTORS



Rai Singh



David Humphries



Allan Boyle

THE WESTSIDE BID TEAM



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Nasim Akhtar, Office Manager
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www.westsidebid.co.uk

APPENDIX 4**Financial Implications for the City Council****1. Levy Collection Costs**

- 1.1 The City Council is responsible for collecting the BID levy, and paying over any sums to the BID company.
- 1.2 The set up costs, both for renewals and new BIDs relate to the ICT Digital Solutions costs involved in setting up and testing the new databases needed for each BID. These costs vary depending on the amount of work required to set each one up. A sum for cleansing the present database together with testing and revised set up estimated at £22,495
- 1.3 For the running costs there is an annual ICT Digital Solutions charge for recovery work of £9,991.
- 1.4 The City Council can recharge costs to BIDs, however no charge has ever been implemented on any of Birmingham's existing BIDs for levy collection, set up or running costs, with all such costs currently being funded from Policy Contingency. The potential for an appropriate level of recharge alongside improved partnership working will be kept under review. Meanwhile, it is recognised that BIDs preparing for ballot up to March 2021 require clarity and certainty, therefore the support that has been provided to the existing BIDs is extended to the Westside BID, funded from Policy Contingency.

2. BID levies payable by Birmingham City Council

- 2.1 The BID Proposal, if approved in the relevant BID ballot, requires that all eligible businesses must pay a BID levy. City Council owned / occupied premises in the BID area will also be subject to the BID levy. The table below shows the BID levy costs for the council owned premises.

Property/Address	Directorate	Levy pa £	Possible levy pa £	Rateable Values	Notes
Library of Birmingham	Education & skills	£32,500		RV £3,250,000	
Multi-storey Car Park	Highways Car Parks Inclusive Growth	£3,450		RV £345,000	
Christmas Market	Sport & Leisure Neighbourhoods	£600		RV £60,000	
Brasshouse Centre	Education & skills	£1,940		RV £194,000	
Registry Office	Regulation & Enforcement Neighbourhoods	£3,125		RV £312,500	
ICC	Let		£25,700	RV £2,570,000	No liability unless vacated

Arena	Let		£8,220	RV £822,000	No liability unless vacated
Other properties with a BCC company interest					
Office	Acivico Ltd		£2,020	RV £202,000	No liability
Unit 9 The Wharf, Adoption Service Office	B'ham Children's Trust		£200	RV £20,000	No liability
Birmingham Rep Theatre	CDS assisted		£2,350	RV £235,000	No liability
Performance Birmingham and Symphony Hall	CDS assisted		£2,773	RV £277,250	No liability
Ikon Gallery	CDS assisted		£1,300	RV £130,000	No liability
CBSO	CDS assisted		£890	RV £89,000	No liability
Total annual liability for BCC		£41,615	£43,453	Nominal for future guidance only	

2.2 Whilst Birmingham City Council presently operates a considerable property estate in and around Westside. The majority of our premises are let on terms where the tenant/lessee are responsible for all outgoings including any BID levy payment. In most cases it is expected that presently let properties will remain let and therefore no levy liability will need to be attributed to the City Council. However from time to time during the course of the five year term of the BID premises may become vacant and the City Council will need to undertake payment of the BID levy where this occurs.

2.3 The number of property interests where business rates are payable in a BID area equates to the number of votes available in a BID ballot. The number of City Council interests/votes in the forthcoming ballot will be Five.

3. BID Revenue Account

3.1 The City Council is required to maintain a BID Revenue Account for each BID, for all financial transactions in relation to the BID levy.

3.2 Payments to the BID are proposed as with existing BIDs i.e. two advance payments and a balancing payment in each year. BID operating bodies are advised to consider possible loss on collection and bad debt when conducting their business planning exercises.

3.3.1 These arrangements will be formalised in an Operating Agreement between the City Council and the operating body for the BID.

4. Baselined City Council Services

4.1 In accordance with the BID Regulations, a statement of the existing baseline services (if any) provided by public authorities must be included in the BID Proposal. This helps businesses understand what they are paying for with their BID levies. For Westside BID these include:-

- Streetscene Waste Management Services
- Highway Services, in conjunction with Amey - street maintenance, lighting,
- Parks & Leisure grounds maintenance

The Westside BID will reference these in its consultation with the BID levy payers and in the BID Proposal. However given the financial challenges being faced by the City Council it will be made explicit that city wide services may be reduced or changed and if so this would also apply in a BID area. In such an instance the BID may choose to fund these services.

4.2 This relevant baseline information will be brought together under Service Level Agreements between the operating body for the BID and the City Council.

4.3 The services of other public bodies e.g. West Midlands Police may also require a form of agreement, however, this will be agreement directly between the BID and other public bodies to which Birmingham City Council are not party.

5. Summary of Proposed Financial Support

5.1 The tables below summarises the proposed City Council financial support for Westside BID over the five year term, 28th July 2020 – 27th July 2025.

POLICY CONTINGENECY SUPPORT – Year 1 Costs Only	Unit Cost	Year 1 Total
Businesses Database and revisions and Levy collection set up costs (testing – see 1.2 above)	£22,495	£22,495
POLICY CONTINGENECY SUPPORT - Annual Costs – 5 Years	Unit Cost	
Annual Running Charge – (see 1.3 above)	£9,991	Cumulative
		£49,955

BID LEVY COMMITMENTS	Unit Cost	Cumulative
BID Levy Payments - current BCC Properties (3.1 above)	£41,615	£208,075

	2020	2021	2022	2023	2024
Ballot (earlier report appendix 2)	£4,775				
Database and Set up	£22,495				
Levy payments	£41,615	£41,615	£41,615	£41,615	£41,615
ICT Digital Solutions charge	£9,991	£9,991	£9,991	£9,991	£9,991
Total	£78,876	£51,606	£51,606	£51,606	£51,606
Cumulative Total	£78,876	£130,482	£182,088	£233,694	£285,300

Appendix 5

1. The Principles of a BID

- 1.1 Business representatives in an area develop a BID Proposal including objectives and targets for the BID, the finance to be raised and how it will be invested. The intention is that businesses should have a greater input into improvements where they are prepared to pay for them. This last point is crucial, as core funding for the BID is derived from a statutory payment, known as the BID levy, made by eligible non-domestic ratepayers in the BID area.
- 1.2 BID arrangements cannot come into force unless they are approved by a ballot of non-domestic ratepayers in the proposed BID who are to be liable for the proposed BID levy. Approval requires a majority 'yes' vote in both number of votes cast and rateable value of votes cast. This 'dual-key' mechanism means that a scheme cannot be forced through by larger businesses against the wishes of the smaller businesses, or vice versa.
- 1.2 A legal requirement is that BID arrangements will have a maximum term of five years and will then be subject to a renewal ballot. This aims to protect levy payers from an indefinite commitment but also provides a powerful incentive for BID management to deliver best value.

2. Business Improvement Districts in Birmingham

- 2.1 Birmingham currently has 12 BIDs – 5 in the city centre (Colmore Business District, Jewellery Quarter, Retail Birmingham, Southside, Westside) and 7 in local centres (Acocks Green, Erdington, Harborne, Kings Heath, Northfield, Soho Road, Sutton Coldfield).
- 2.2 Birmingham's BIDs have raised in excess of £20 million of additional private sector investment.

3. Business Improvement Districts in The Midlands

- 3.1 Locally, formal BIDs include Wolverhampton, Coventry, Leamington Spa, Derby (2), Stratford-upon-Avon, Nottingham and Solihull. New BIDs have also recently been created in Halesowen, Stoke-on-Trent, Leicester and Wednesbury.

4. Business Improvement Districts in the United Kingdom

- 4.1 There are now over 330 BIDs operating in towns and cities across the UK and Republic of Ireland.
- 4.2 BIDs across the UK make an invaluable contribution to Cities, Towns and Local Centres, they contribute sustainable business engagement, strong leadership at a local level, a powerful lobby for local investment and a significant point of contact for community engagement.
- 4.3 Major cities which have developed a BID include Liverpool, Manchester, Leeds, Edinburgh and over Fifty in London.

- 4.4 Nationally BIDs raise in excess of £75 million in direct levy investment, This investment is further enhanced with additional income, inward investment and in-kind contributions to provide over £110 million per annum

Appendix 6

Ward Councillor Consultation Matrix

BALLOT AND RENEWAL OF WESTSIDE BUSINESS IMPROVEMENT DISTRICT

Stakeholder	Ward	Site (if report relates to multi sites)	Response to consultation on DATE SENT
Cllr Sir Albert Bore	Ladywood	Westside BID	<p><i>As both a city councillor for the Westside BID area and as board member, I continue to be pleased with the impact of the BID. It really does help make the area a cleaner and safer place for businesses, residents and visitors.</i></p> <p>25 February 2020</p> <p>Councillor Albert Bore</p>
Cllr Kath Hartley	Ladywood	Westside BID	<p><i>Thu 13/02/2020 15:12</i></p> <p><i>Thank you for sending a copy of the Westside BID Prospectus. It seems fine.</i></p> <p>Regards Cllr. Kath Hartley Ladywood Ward- Labour Chair WMCA-Transport Delivery Committee</p>

Appendix 7 Equality Act Initial Assessment

Title of proposed EIA	Westside BID Renewal
Reference No	EQUA483
EA is in support of	Amended Service
Review Frequency	No preference
Date of first review	01/01/2025
Directorate	Neighbourhoods
Division	Neighbourhoods
Service Area	Cultural Development Service
Responsible Officer(s)	Wayne Pell
Quality Control Officer(s)	Symon Easton
Accountable Officer(s)	Chris Jordan
Purpose of proposal	To renew a Business Improvement District
Data sources	Statistical Database (please specify)
Please include any other sources of data	
ASSESS THE POTENTIAL IMPACT AGAINST THE PROTECTED CHARACTERISTICS	
Protected characteristic: Age	Not Applicable
Age details:	
Protected characteristic: Disability	Not Applicable
Disability details:	
Protected characteristic: Gender	Not Applicable
Gender details:	
Protected characteristics: Gender Reassignment	Not Applicable
Gender reassignment details:	
Protected characteristics: Marriage and Civil Partnership	Not Applicable
Marriage and civil partnership details:	
Protected	Not Applicable

characteristics:	
Pregnancy and	
Maternity	
Pregnancy and	
maternity details:	
Protected	Not Applicable
characteristics: Race	
Race details:	
Protected	Not Applicable
characteristics: Religion	
or Beliefs	
Religion or beliefs	
details:	
Protected	Not Applicable
characteristics: Sexual	
Orientation	
Sexual orientation	
details:	
Please indicate any	None
actions arising from	
completing this	
screening exercise.	
Please indicate	NO
whether a full impact	
assessment is	
recommended	
What data has been	Ladywood ward data
collected to facilitate	
the assessment of this	
policy/proposal?	
Consultation analysis	
Adverse impact on any	
people with protected	
characteristics.	
Could the	No adverse impact - the proposal should benefit all
policy/proposal be	
modified to reduce or	
eliminate any adverse	
impact?	
How will the effect(s)	The impact will be monitored through ongoing engagement with the
of this policy/proposal	Westsdie BID company
on equality be	
monitored?	
What data is required	
in the future?	

Are there any adverse No
impacts on any
particular group(s)

If yes, please explain
your reasons for going
ahead.

Initial equality impact
assessment of your
proposal

Consulted People or
Groups

Informed People or
Groups

Summary and evidenceInitial screening does not show any equality impact concerns
of findings from your

EIA

QUALITY CONTORL
SECTION

Submit to the Quality Yes
Control Officer for
reviewing?

Quality Control Officer
comments

Decision by Quality
Control Officer

Submit draft to Yes
Accountable Officer?

Decision by
Accountable Officer

Date approved /
rejected by the
Accountable Officer

Reasons for approval
or rejection

Please print and save a Yes
PDF copy for your
records

Content Type: Item

Version: 30.0

Created at 26/02/2020 11:00 AM by [Wayne Pell](#)

Last modified at 26/02/2020 11:05 AM by Workflow on behalf of [Wayne Pell](#)

Equality Act 2010

The Executive must have due regard to the public sector equality duty when considering Council reports for decision.

The public sector equality duty is as follows:

1	<p>The Council must, in the exercise of its functions, have due regard to the need to:</p> <ul style="list-style-type: none"> (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by the Equality Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
2	<p>Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:</p> <ul style="list-style-type: none"> (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it; (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.
3	<p>The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.</p>
4	<p>Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:</p> <ul style="list-style-type: none"> (a) tackle prejudice, and (b) promote understanding.
5	<p>The relevant protected characteristics are:</p> <ul style="list-style-type: none"> (a) Marriage & civil partnership (b) Age (c) Disability (d) Gender reassignment (e) Pregnancy and maternity (f) Race (g) Religion or belief (h) Sex (i) Sexual orientation

