

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,
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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): 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