

## **APPENDIX 2**

### **Soho Road BID – Draft Proposal**

BID achievements 2014 - 2019

#### **Improve the management of the BID:**

- New management board put in place February 2017
- New BID Manager employed in May 2017
- Increased number of board director places from 7 to 13
- Improved demographic and geographical makeup of the BID Management Board to make sure all businesses are represented
- Local Policing Inspector sits on the BID board
- Development of a strong partnership between ourselves and Birmingham City Council
- Introduction of Levy Payer meetings to give the businesses an opportunity to interact with the BID Board and partner agencies
- Introduction of office open days to give the businesses an opportunity to interact with the BID Board and partner agencies
- Developed an 18 month action plan to develop the BID themes leading up to the renewal ballot
- Deliver a number of consultation events to work with Levy Payers to develop a strategy for the BID between 2019-2024 leading to the Re-Ballot in Oct 2018
- Offering Work experience programs with local colleges to give students real life experience of the work place
- Each director has a thematic lead responsibility

#### **Improve green areas and cleanliness of the BID**

- Installation of 65 new bins
- Installation of 120 new planters including winter and summer bedding
- Installation of two large scale lavender beds
- Installation of 7 new improved benches in key areas
- Deliver a successful Soho Road In Bloom campaign 2018
- Working with Local Secondary Schools to deliver weekly enrichment days with the students around community cohesion and development
- Large scale clean ups twice a year
- Delivered the first annual I Love Soho Road day in February 2018
- Improved street cleaning in partnership with Birmingham City Council
- Improved cleansing of BID car parks
- Improved cycle parking installed
- Improved signage directing people to the BID Car Parks has been installed
- Improved working partnership with AMEY leading to the development of a long term program of street furniture improvements including painting all furniture under the ownership of AMEY within the BID area and improved methods of fault reporting
- Removal of damaged tree cages
- Removal of damaged cycle racks
- Agreed a hot jet wash of the pavements every six weeks to be carried out by BCC

#### **Improve police presence and reduce ASB and crime within the BID area**

- Regular joint operational days with the Local Neighborhood Policing Teams and Parking Enforcement
- Removal of 23 benches in issue areas of the BID area removing ASB and Street Drinking within these areas
- Design-Out Crime team have visited 18 businesses so far within the BID area that have been victim of more than one crime within the last 20 months. All businesses have been given advice to better secure their premises
- Introduction of a new digital radio system improving business connectivity

- Installation of improved lighting within Waverhill car park
- Crime and Community Liaison Ambassador started 1<sup>st</sup> November three days a week to fully develop the Crime and Community Strand of the Soho Road BID action plan
- Introduction of a Business Crime Reduction Partnership
- Collaborative partnership agreement made with RISC Associates Ltd, a leading regional security and risk management training organisation and consultancy, to provide both BID staff and businesses with free retail loss prevention awareness and personal safety awareness training.
- Mercury Training Services work experience program in partnership with DWP
- Supported Birmingham City Council in the removal of the Public Toilets within the BID area
- Worked with the police to remove the Blue Police Box from Soho Road BID Area
- Improvements made to 10 BT Phone boxes including: fixing the phones, removal of doors, removal of advertising & complete replacement of the phone boxes via partnership with the police design out crime team and BT
- Improved Job descriptions and uniforms for Ambassadors. Ambassadors being mentored by local policing team & booked to go on accredited training program
- Delivered a pilot scheme with the West Midlands Combined Authority to tackle prostitution, begging and homelessness issues which is being developed into a monthly action evening
- In discussions with West Midlands Police to merge a Street Watch Initiative with a community outreach support function to help tackle vulnerability
- Delivered a cyber security and GDPR event in Partnership with Natwest
- Supporting BETWATCH and working to bring a localized version back to the area
- Members of the Local Community Safety Partnership
- Key players in the National Business Crime Solution work stream to develop BID support and services across the country

### **Improve visibility and reputation of the BID area**

- Massive developments with Social Media, our social media is now followed by over 6000
- Delivered a regionally renowned Annual Diwali event with over 20,000 over the day
- Developed the winter lighting program to cover 126 full motif lighting columns over 1.25 miles
- Installation of the very first ever Christmas Tree on Soho Road which is now an annual occurrence
- Community magazine produced and delivered to 60,000 local people since September 2017 promoting and providing information on the BID area.
- Permission to Smile event community networking event. This is the only BID to participate in the Permission to Smile activities
- Actively promote new and developing businesses
- Featuring in the season two of Britain In Bloom BBC2 documentary being shown in Feb 2018
- Winner of the Business and Enterprise Award in the Community Inspiration Awards 2018
- Taking part in the Great British High Street Competition 2018 for the very first time
- Featured as best practice in the Revive and Thrive magazine
- Chief Executive of British BIDs coming to visit the BID so we can showcase the innovative ways in which we are working to develop the town center
- Support localized community events
- Featured in Made in Birmingham TV show around development of the town centre experience in hard economic times
- Delivered a community volunteer day where 60 local residents and businesses took part to transform the town centre

### **Improved funding for Soho Road BID Projects**

- Awards For All Application granted to pay for the development of the Soho Life Magazine and £4000 towards In Bloom activities within the BID area totaling £10,000 extra funding
- Secured £60,000 S106 funding from Birmingham City Council in partnership to pay for Public Realm Improvements
- Development of stronger relationships with Birmingham Community Safety Partnership, The Office of the West Midlands Police & Crime Commissioner, Travel for West Midlands, The West Midlands Combined Authority and the Birmingham & Solihull Local Enterprise Partnership
- Applied for a £95,000 grant funding application from the LEP to pay for a masterplan and action plan development to improve congestion within the area
- Working with the Combined Authority and local land owner around the major development of a 2.5 acre site on Soho Hill to bring forward 200 local homes.





# Soho Road BID Levy Payers Consultation Review 2018

## Foreword from **the Chairman**

Soho Road BID has been consulting businesses within the BID area since Oct 2017 as part of its process of developing our business plan for the BID renewal.

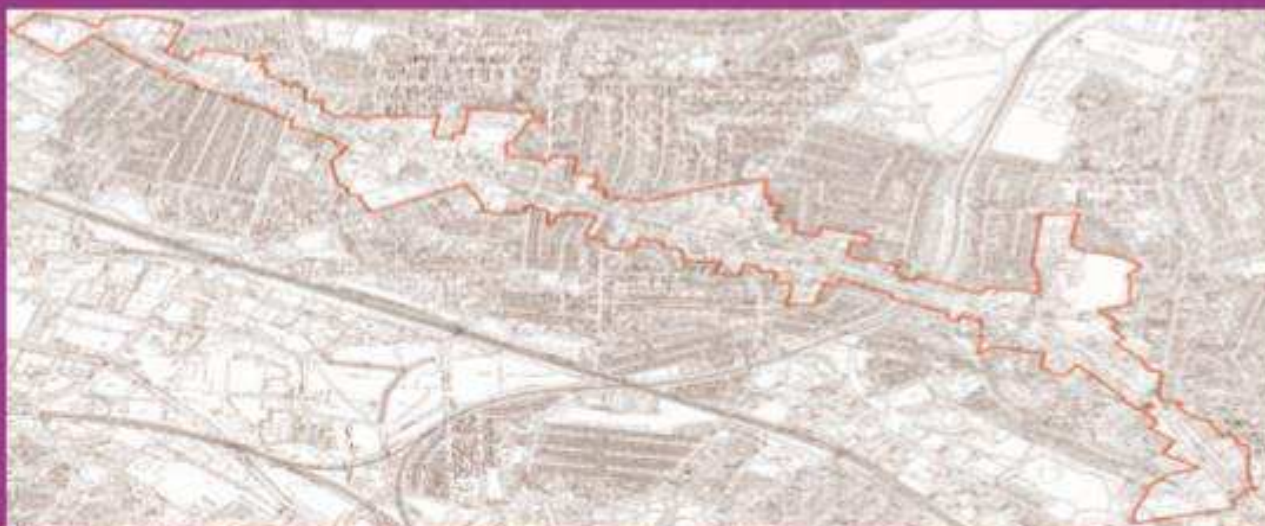
We gave businesses the opportunity to take part in the consultation via the following methods: Priorities survey (October/November 2017), 1-2-1 business meetings, Levy Payers meetings, Open Evenings and finally via extensive consultation days which took place in June 2018.

184 businesses took part in the survey and consultation days and many more in the 1-2-1 business meetings and levy payer meetings, we thank each and every one of them as it has given us the information we need to develop a fully rounded business plan. This document lays out the main outcomes from the consultation and gives you another chance to feed information and views into the development process. You have until the 17th August to let us know anything you think we may have missed. All this information will now be used to develop the BID Business plan which will be released at the end of August 2018.

The priorities that businesses said were important to them will underpin the activities and projects proposed for the next BID Business Plan 2019-2024.



Bob Balu - Chairman



A list of streets and BID map can be found at [sohoroadbld.org](http://sohoroadbld.org).  
An offline version of the map can be delivered to your business on request.

## BID Area and BID Rules

- During our consultation, the businesses were concerned that the BID levy rules would be changed. All BID rules will be kept the same apart from the implementation of a Charitable Levy rule which will allow charitable organisations a levy reduction in line with their business rates bringing the BID in line with other BIDs across the country.
- During the consultation some businesses on the outskirts of the BID area have asked to be linked into the BID so they can benefit from the BIDs projects. This has been taken into account and the geographical line has been altered to include these businesses.
- Parts of Holyhead Road and Soho Hill were not included in the original geographical BID Boundary. During the consultation it was identified that these areas/ businesses are struggling with the same issues as the BID businesses and would benefit greatly from being included into the BIDs second term. This would also mean large scale environmental improvements could be completed in the gateway areas to improve the environmental impact. Currently the outer areas are suffering from neglect and give a very poor impression of the area to visitors. With all this in mind the boundary of the BID is being extended to include these areas in the BID.



After listening to you and analysing your feedback, we have decided that the proposed **BID** programmes and projects will be defined under the following areas.



I Love Soho Road Day



Drone Training with the Police

**1: Business Related Crime and Wider Community Safety** - to establish a safe and secure town centre environment for all who use it and for all businesses and property owners within it - 50% of businesses consulted voted this as a number one priority.

- All Businesses spoken to during the consultation were keen for the BID to develop further our linkages with the West Midlands Police, West Midlands Fire Service, and Birmingham City Council's Safer Neighbourhoods Partnership teams.
- Further development of the Business Crime Reduction Partnership and BETWATCH.
- Development of the Ambassador Scheme was a must for all businesses taking the team from a 5 day a week service to a team capable of running a permanent 7 day a week coverage. This will also mean we can give each business a named Ambassador as a point of contact leading to a much more personalised service.

**Testimonial:** "Having BID Ambassadors has improved my security in my shop twofold. They are always at hand to be a deterrent to would be shoplifters, and their visible presence is well noted. The radio scheme is essential to the security of Soho Road and we have found it very positive." Kuldip from Holland and Barrett.

**2: Environment** - to establish and maintain a high quality, attractive environment for all who visit, work or live here - 31% of businesses voted for this making it our second priority.

- The majority of businesses who we spoke to can see the benefit of the Soho Road In Bloom campaign. The biggest gripe we had from businesses is that not all the businesses have a planter at the front of their property and have asked for more locations to be considered in stage 2 and 3 of the In Bloom campaign.
- The work we are doing with waste enforcement has been noticed and appreciated. Issues around business waste is reducing and the consultation outcomes have supported this.
- Expanding the BID area to include the gateways to the BID on Soho Hill and Holyhead Road gives the BID the ability to make a substantial improvement to the environment on the very important gateways to the BID area. This means extending the bins, planter baskets and entrance signage to the ends of both roads to provide a unified BID area.

**Testimonial:** "Soho Road BID are doing a fantastic job keeping the area clean and Blooming with the flowers also just having their presence in the area makes the trouble causers to stay away including the shoplifters. Soho Road BID Fantastic Work Keep It Up! Bringing the Community Together." Jhura from Deu-Chemist Ltd.



# Your Priorities

## Soho Road BID



### 3: Promoting Soho Road BID Area - to market and promote the BID area to shoppers, visitors and potential investors, developing a shared positive image - 13% of businesses voted for this making it our third priority.

- The majority of businesses surveyed were keen to keep the Soho Life Magazine and came up with further ideas on how the magazine can be developed.
- Businesses can see the impact of the winter festive lighting scheme has had to the area so this will continue as part of the new business proposal. Businesses in the outer areas of the BID area have asked for the lights to be extended to cover the full stretch of Soho Hill and Holyhead Road to create a unified BID area.
- The majority of businesses consulted spoke of the importance of Social Media marketing support for businesses.
- Some businesses (mainly in the central section of Soho Road) asked for the Diwali event to be stopped but the majority of businesses who took part in the consultation saw the importance of such events and even asked for more.
- Raise the profile nationally/internationally of the town centre as a leading town centre for Asian wedding supplies.

**Testimonial:** "As a new and inexperienced business we were not sure how we could get our name out, however Di, gave us some brilliant advice on local events and how we could participate in the events and get our name out to the community. We were given a tent at the Diwali roadshow which was extremely useful in getting to know the beautiful area and local residents." Gurprite from Kumon.

### 4: One Voice BID Management - to develop the BID to enable it to deliver and support a range of projects to improve the vitality and viability of the Soho Road BID area - 6% of businesses voted for this making it our fourth priority.

- Levy Payers meetings very useful but need to change the day of the meeting to either Monday or Tuesday.
- Open evenings/ and pop up consultation days were found useful but the locations need to be more fluid to maximise the access for businesses in all localities.

**Testimonial:** "We are pleased to have the opportunity to commend Ms. Diane Mansell for her actions and support to date. During the bin strike she represented our views to the council which resulted in intervention to mitigate the detrimental effects. We are also grateful for her advice and guidance in making representations to the council which resulted in painted H road markings at the drop kerb in front of our carpark entrance to deter parking which would otherwise result in denial of access and/ or prevention of exit caused by "fly-parking". Paul from City Estates.

Continued on the next page...



## Soho Road BID Levy Payers Consultation Review 2018



### Regeneration

To improve the business mix and improve regeneration in the BID area by encouraging greater development and investment - this is an overarching theme to make sure the BID area can access regeneration funding.

- Support the development of Bill House regeneration site on Soho Hill.
- Work alongside Combined Authority, BCC Highways department and the Local Enterprise Partnership to create a masterplan of the area looking at improving the Traffic Regulation Order, improving congestion, improving public transport with better links to the Metro stations and analysis of the Bus stop locations and design to reduce ASB and increase usage, reducing pavement parking and generally creating a more sustainable town centre for the future of the area.

**Testimonial:** "Soho Road Business Improvement District are working in line with businesses in and around Handsworth and are very helpful. Communication and security is quite good and regularly checking on us and making sure that the area is clean. We are very happy as a business to have you guys especially Paul, Diano, Rakesh and Bal." Adam from KFC Handsworth.

### What Happens Next?

#### Ballot Timetable & Key Dates

Look out for your business plan coming through the post shortly and will also be published online.

#### 28 September - 25 October 2018 Ballot Period

17.00 on the 25 October your ballot paper must be at the ERS office in London to count.

#### 26 October 2018 Ballot Result Announcement



Vote **YES** for a better  
BID and Brighter Future  
for Soho Road BID area!

### Support for the Soho Road BID

Please feel free to contact us should you wish to discuss any aspect of the survey findings and many thanks to those businesses that took the time to take part to help shape the BID Business Plan.

#### Diane Mansell

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