

BIRMINGHAM CITY COUNCIL LOCAL INNOVATION FUND	
"Doing things differently in neighbourhoods to make better places to live"	
WARD PROPOSAL FORM	
WARD	INNOVATION
Harborne	Harborne Village BID Development marketing support
Innovations have to meet the LIF priorities and add value to the City wide core priorities listed below. (Tick all those that apply) <u>City Core Priorities</u> • Children - a Great City to Grow Up In ☒ • Jobs & Skills a great City to succeed in ☒ • Housing a great City to live in ☐ • Health a great City to lead a healthy & active life ☐ <u>LIF Priorities</u> • Citizens' Independence & Well Being ☐ • New approaches to investment ☒ • Active citizens & communities stepping up ☒ • Clean streets ☒ Improving local centres ☒	
What is your innovative idea and how does it show collaborative, partnership working and active citizenship? Harborne Business Association is in the process of developing Harborne Village into a Business Improvement District (BID). This will mean that should we secure a "yes" vote local businesses will invest circa £650,000 into the BID area over a 5 year period (Jan 2018 – Dec 2022). This investment will contribute to the infrastructure, security and marketing of Harborne which will include community events and activities, increasing public and business collaboration and engagement as well as pride of place. In order to secure this inward investment the Harborne Business Association is running a campaign over the coming months to engage with businesses and secure their support when they are balloted in October. There are currently 11 BIDs in the City and the fear is that Harborne could get left behind other centres. We already have long term empty units with a couple more appearing recently. We have no Christmas lights, no floral enhancements and no permanent staff managing the local centre. The development of a BID will result in partnership working between the businesses, the police, the council, Amey, schools, the carnival committee and community groups to build a better Harborne. Once established the BID can engage with local community groups who're looking to tackle local issues. For example we could consider setting up a community lead "In Bloom" group, or work with groups looking to tackle derelict premises, we would also be keen to work with local schools to integrate learning with the High Street, encouraging children from a young age to understand the importance of community hubs and enhance their learning with practical applications of their work (eg how a chef or baker weighs and measures to get the perfect outcome, how prices are calculated, maths learning could be integrated with collaborations with our banks etc.). These are all ideas but hopefully demonstrate the innovation that a strong & vibrant High Street can bring to the wider community.	

However, the issue in Harborne is the need to rebuild that strong & vibrant High Street. The key to getting to that stage is for the HBA to run a strong & vibrant campaign which will give businesses the confidence that their additional investment will yield a long term return. We have limited funds to run the campaign and as such need to run the process quickly (BID development usually takes a year).	The HBA has secured funds to run the core campaign covering the legal aspects, the basic marketing tools, technical support etc. but we wish to bring the exciting possibilities for Harborne's future to life.	<table><tr><td>One off event/programme</td><td></td></tr><tr><td>Implement and complete within 6 months (2016)</td><td></td></tr><tr><td>Implement and complete within 12 months (2017)</td><td>X</td></tr></table>	One off event/programme		Implement and complete within 6 months (2016)		Implement and complete within 12 months (2017)	X
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How will the innovation be implemented? The funding request is to support the development of a BID. To capture the essence of the campaign and generate enthusiasm & vision amongst the businesses to want to invest in Harborne, we need to run a sophisticated marketing campaign. The key thing is that to attract new visitors and increase the engagement of local people not currently using the area as much as they could, we need to market Harborne as a unique High-end area of Birmingham. An aspirational but accessible area, exclusive but inclusive. The campaign needs to reflect that brand and so demonstrate quality and sophistication in its appearance. The HBA is covering the cost of printed materials including 500 high quality business plans, monthly mailers, weekly newsletters in the key campaigning period, however we wish to bring the campaign to life with: Photography – images of Harborne for the business plan & newsletters. Iconic and attractive professional examples of what a great High street it is, but on the flip side we also need professional imagery of empty shops, dirty bins, derelict premises, messy pavements – demonstrating all the things that the BID would be able to tackle once in place. Video – research shows that we respond best to moving images in marketing campaigns, social media is increasingly driven by it because we're able to conceptualise more easily from hearing or seeing a person speak about an issue. We wish to add value to the campaign by producing a series of 4, 1 minute campaign videos of businesses talking about why they would support a BID, what the issues are etc. We may also produce a film from the customer's perspective. The exact content will be decided in collaboration with the videographer, the HBA and the marketing company working on the overall brand. Social Media – to bring the campaign to life we want to talk up pivotal moments of the campaign, on our social media platforms so that we create a buzz whilst documenting and sharing important announcements and messages (as well as some of the images and videos mentioned above). This will keep the campaign alive by showing that conversations are always								

happening but it will also provide an additional layer of evidence of consultation which is required by BID legislation. Campaign underpinning: As the lead person in terms of BID Development the current Village Centre Manager works part time (20 hours a week). In addition, the short campaign lead time for an October ballot means there is a need for professional marketing support & guidance as the focus in 20hrs a week will need to be on technical aspects of the BID development to ensure the process is fully legal and compliant (and therefore safe from any legal challenges). This would include creative input in meetings, storyboarding support for the photography and video development, brand and message development guidance, copy writing and editing supplied content for the business plan, guidance on tone, press and media management, partnership identification and development as well as technical media support. Engaging this level of underpinning will ensure a consistently high quality and professional approach to the marketing management of the Harborne Village BID development.	What outcomes will the proposal achieve? What will success look like and how will its impact be measured? How will you ensure legacy/ continuation and what learning will the project provide? This project is all about the long term and the legacy. The immediate success of this project is in securing a “yes” vote in the BID ballot in October. Ongoing, a successful BID campaign will result in an initial 5 year term of inward investment programme to improve the centre of Harborne Village (although please note that the majority of BIDs get a successful 2nd and 3rd terms once businesses see the impact their investment is making). The impact will be very visible to businesses and the community alike. We are still in the consultation phase of the project, but it is anticipated that the income generated for Harborne will be between £130,000 & £150,000 per year which will pay for a full-time BID manager, dedicated security support, marketing support (website & on social media as well as PR), events and activities to promote the area, an enhanced street scene etc. The impact of developing a BID in Harborne is huge but it will be measured ongoing by ensuring we meet the objectives of the businesses plan on which businesses will be voting.	Have you considered other sources of funding and whether the project can be used to leverage further funding from elsewhere (please specify funding sources)? In this application, we are only asking for support with the added value marketing aspect of this campaign – which will help us to secure the Harborne Village BID. The core of the BID development project is funded through a grant already secured by the Harborne Business Association for Section 106 funds relating to the Morrisons development at Five Ways in Edgbaston (funding which was earmarked for town centre management projects). There is also in kind support from the council in terms of the cost of the ballot itself as well as officer time.
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What resources will be required? - Capital - Running costs - People power volunteers Amount required from LIF £..... £3,990 Have you got any match funding – in cash or in kind? Yes - See above		£ <table border="1"> <tr> <td>37,000</td> </tr> <tr> <td>3,200</td> </tr> </table>	37,000	3,200
37,000				
3,200				
Contact person for proposal Name ... Kate Smart Telephone 07754 062070 E-mail hello@harborne-village.com				

Which residents or community groups was the proposal discussed with and when (please give details of any meetings and which councillors attended)?

Discussed at

Ward meeting Marlborne Ward Committee 27/3/17

Date

Signatures of all 3 Ward Councillors

Name	Signature	Date
Name	Signature	Date
Name	Signature	Date

Internal use only

Received: Date

Go to Cabinet Committee – Local Leadership for decision: Date

Approved

Yes	
No	

1927/5. 10/10/27. 10/10/27.

1927/11. 10/10/27. 10/10/27.