

Members are reminded that they must declare all relevant pecuniary and non-pecuniary interests relating to any items of business to be discussed at this meeting

BIRMINGHAM CITY COUNCIL

JOINT CABINET MEMBER AND CHIEF OFFICER

MONDAY, 04 JULY 2016 AT 00:00 HOURS
IN CABINET MEMBERS OFFICE, COUNCIL HOUSE, VICTORIA
SQUARE, BIRMINGHAM, B1 1BB

A G E N D A

3 - 8

1 SUBSTANCE MISUSE NEEDLE EXCHANGE STEROID USE

Item Description

9 - 24

2 RETAIL BIRMINGHAM BUSINESS IMPROVEMENT DISTRICT: RENEWAL

Report of Assistant Director Regeneration

BIRMINGHAM CITY COUNCIL

PUBLIC REPORT

Report to:	CABINET MEMBER FOR HEALTH AND SOCIAL CARE, CABINET MEMBER FOR VALUE FOR MONEY & EFFICIENCY JOINTLY WITH THE STRATEGIC DIRECTOR FOR PEOPLE
Report of: Date of Decision:	Assistant Director – Commissioning 30 June 2016
SUBJECT:	SUBSTANCE MISUSE/STEROID USE NEEDLE EXCHANGE
Key Decision: No	Relevant Forward Plan Ref: N/A
If not in the Forward Plan: (please "X" box)	Chief Executive approved <input type="checkbox"/> O&S Chairman approved <input type="checkbox"/>
Relevant Cabinet Member(s) or Relevant Executive Member(s):	Cllr Paulette Hamilton – Health and Social Care Cllr Majid Mahmood – Value for Money & Efficiency
Relevant O&S Chairman:	Cllr John Cotton – Health, Wellbeing and the Environment Cllr Cllr Mohammed Aikhlaq – Governance and Corporate Resources
Wards affected:	All

1. Purpose of report:
<p>1.1 To advise the Cabinet Member for Health and Social Care and Cabinet Member for Value for Money & Efficiency jointly with the Strategic Director for People of negotiations with the provider of Substance Misuse services following a request for an additional payment relating to pharmacy-based needle exchange.</p> <p>1.2 To agree a one-off payment in this respect as set out in this report.</p>

2. Decision(s) recommended:
<p>That the Cabinet Member for Health and Social Care and Cabinet Member for Value for Money & Efficiency jointly with the Strategic Director for People:-</p> <p>2.1 Note the contents of this report</p> <p>2.2 Authorises the People Directorate to make a one-off payment of £300,000 to CGL as set out in these reports.</p> <p>2.3 Authorises the City Solicitor to negotiate, execute and complete all necessary documents to give effect to the above recommendation.</p>

Lead Contact Officer(s):	John Denley – Assistant Director - Commissioning
Telephone No: E-mail address:	0121 675 2609 John.Denley@birmingham.gov.uk

3.	Consultation
3.1	<p>Consultation should include those that have an interest in the decisions recommended</p> <p><u>Internal</u></p> <p>Legal & Democratic Services, Corporate Procurement Services, City Finance and the Director of Public Health have been involved in the preparation of this report.</p>
3.2	<p><u>External</u></p> <p>There is no impact on the service provision as a result of this proposal and so no external consultation is required.</p>

4.	Compliance Issues:
4.1	<p><u>Are the recommended decisions consistent with the Council's policies, plans and strategies</u></p> <p>Yes</p>
4.1.1	<p><u>Consistency with the Following Objectives in the Council Business Plan and Budget 2016+;-.</u></p> <p>The proposal is an extension of the existing approved contract for delivery of Substance Misuse services which was approved by Cabinet in July 2014.</p>
4.1.2	<p><u>Compliance with the Birmingham Business Charter for Social Responsibility (BBC4SR) Including Living Wage Requirements</u></p> <p>The provider has signed the Charter.</p>
4.2	<p><u>Financial Implications</u></p> <p>The proposed additional payment can be funded from the Public Health Grant.</p>
4.3	<p><u>Legal Implications</u></p>
4.3.1	<p>The Health and Social Care Act 2012 and associated regulations transferred the Responsibility for public health from the NHS to local authorities from April 2013. Drugs and alcohol services are not mandatory public health services as defined by the relevant legislation (Health and Social Care Act, 2012) but are in the relevant circular describing appropriate public health services (LAC(DH)(2013)3).</p>
4.3.2	<p><u>Pre-Procurement Duty under the Public Service (Social Value) Act 2012</u></p> <p>Not applicable.</p>
4.4	<p><u>Public Sector Equality Duty</u></p>
4.4.1	<p>The proposal is an extension of the existing approved contract for delivery of Substance Misuse services which was approved by Cabinet in July 2014.</p>
4.4.2	<p><u>TUPE Implications</u></p> <p>Not applicable</p>

5.	Relevant background/chronology of key events:
5.1	The Substance Misuse System was tendered during 2014 and Cabinet agreed the award of the contract in July 2014 to CGL (formerly known as CRI), which commenced on 1 st March 2015. The first year of the contract is now complete.
5.2	During the tendering process the Council provided all organisations with service activity profiles. These profiles included activity estimates for the provision of pharmacy-based needle exchange with respect to reducing harms associated specifically with Class A drug use only.
5.3	<p>A number of unforeseen factors in relation to needle exchange have arisen during the first year of the contract due to:</p> <ul style="list-style-type: none"> • New National Institute for Clinical Excellence (NICE) clinical guidelines were enforced by Public Health England after the contract award advising that areas need to provide needle exchange provision to people who inject image and performance enhancing drugs so as to address the risk of the spread of blood borne viruses within this population group. • The original tender award included the provision of needle exchange for the benefit of Class A drug users so as to prevent the risk of the spread of blood borne viruses specifically Hepatitis and HIV. • The original tender did not specify the inclusion of the distribution of needles associated with steroid drug use. • During the first year of the contract it proved operationally that it was not possible to distinguish between Class A drug users and steroid drug users when providing this service. This meant that steroid users placed an unplanned and unfunded pressure on the service. In addition in the first year of the contract steroid use increased very significantly throughout Birmingham in line with the nationwide trend.
5.4	<p>Public Health now requires that the National Institute for Clinical Excellence (NICE) guidance for Needle and Syringe programmes is implemented in areas including Birmingham . This includes a requirement that needle and syringe programmes:</p> <ul style="list-style-type: none"> • Are provided at times and in place that meets the needs of people who inject image and performance enhancing drugs. • Provide the equipment, information and advice needed to support these users. • Are provided by trained staff. <p>This also includes the provision of :</p> <ul style="list-style-type: none"> • Specialist advice about image and performance enhancing drugs. • Specialist advice about the side effects of these drugs • Advice on alternatives (nutrition and physical training as an alternative to anabolic steroids) • Information about, and referral to, sexual and mental health services.

- 5.5 In light of these factors it is proposed that a one off voluntary payment is made by the Council to the provider to cover the cost pressures generated by the increase in activity during year one, due to the distribution of needles for steroid misuse, which was not included in the tender process. The provider has at this stage entered into negotiations so to resolve this situation informally.
- 5.6 It is considered by commissioners that only a single provider can deliver services due to the day to day practical operational practicalities of the need to provide the combined provision of needle exchange services for Class A drug users and steroid drug users. The first year of the delivery of the CGL contract has demonstrated this. The majority of needle exchange provision is delivered by a single set of sub contracted providers i.e. community pharmacies who form a component of the CGL supply chain.
- 5.7 Following negotiations with the Substance Misuse service provider the following measures have been agreed to remedy this situation:
- 5.7.1 That a one off voluntary payment of £300k is made to address the cost pressures which have been generated by the increase in activity during year one in relation to additional steroid needle distribution. This is to be a one off voluntary payment made by the Council based on the volume of additional services provided.
- 5.7.2 That the provider immediately reviews with commissioners how to manage variations in delivery caused by the inclusion of the provision of steroid needle distribution and the related cost pressures across the substance system to ensure future costs are contained within the previously agreed financial envelope for subsequent years.
- That a contract variation is negotiated to include the provision of steroid needle distribution so as to ensure that any future financial risk sits with the provider organization not the City Council.
- That the Council reaffirms with the provider the continued 5 year contract financial trajectory which includes provision of steroid needle exchange.
- 5.8 There are no other areas within the contract which would require similar changes.
- 5.9 It has also been agreed that the Council reaffirms with CGL the continued 5 year contract financial trajectory outlined in the July 2014 Cabinet Paper.

6. Evaluation of alternative option(s):

- 6.1 The alternative would be to not make this payment and continue negotiations with the Substance Misuse service provider. This would potentially disrupt the service provision and that the cost pressure associated with the distribution of steroid needles would need to be addressed by service reductions elsewhere in the contract.

7. Reasons for Decision(s):	
7.1	To advise the Cabinet Member for Health and Social Care and Cabinet Member for Value for Money & Efficiency jointly with the Strategic Director for People of negotiations with the provider of Substance Misuse services following a request for an additional payment relating to pharmacy-based needle exchange.
7.2	To agree a one-off payment of £300k in this respect.

Signatures	<u>Date</u>
Cllr Paulette Hamilton Cabinet Member for Health and Social Care
Cllr Majid Mahmood Cabinet Member for Value for Money & Efficiency	
Peter Hay Strategic Director for People

List of Background Documents used to compile this Report:
Cabinet Report – July 2014 - Award of Contract for the Provision of Adult Substance Misuse Treatment and Recovery Services (C0146)

List of Appendices accompanying this Report (if any):
None.

Report Version	V5	Dated	29 June 2016
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BIRMINGHAM CITY COUNCIL

PUBLIC REPORT

Report to:	THE LEADER JOINTLY WITH THE STRATEGIC DIRECTOR OF PLACE
Report of:	Assistant Director Regeneration
Date of Decision:	28 June 2016
SUBJECT:	RETAIL BIRMINGHAM BUSINESS IMPROVEMENT DISTRICT: RENEWAL
Key Decision: Yes / No	Relevant Forward Plan Ref: N/A
If not in the Forward Plan: (please "X" box)	Chief Executive approved <input type="checkbox"/> O&S Chairman approved <input type="checkbox"/>
Relevant Cabinet Member:	Councillor John Clancy, The Leader
Relevant O&S Chairman:	Councillor Mohammed Aikhlaq, Corporate Resources & Governance
Wards affected:	Ladywood

1. Purpose of report:
1.1 To obtain support for the renewal of the Retail Birmingham Business Improvement District (Retail BID) for a further five year term, commencing 1 st April 2017.
1.2 To set out and seek agreement and support to the relevant implications for the City Council.

2. Decision(s) recommended:
That the Leader , jointly with the Strategic Director of Place;
2.1 Supports the outline draft proposals for the Retail Birmingham Business Improvement District (Retail BID) ballot for its third term (BID3).
2.2 Approves the detailed provisions relating to finance and services contained in paragraph 4.2 and Appendix 1 (principally subject to a successful BID ballot) specifically;
<ul style="list-style-type: none"> a) one-off ballot cost estimated at £ 2,806 to be funded from Policy Contingency b) one-off cost for cleansing of data estimated at £1,500 to be funded from Policy Contingency c) a total estimated annual cost of £8,027 for five years in relation to the cost of the levy on four City Council interests across the BID area to be funded by the relevant Directorate d) one-off set up costs estimated at £18,680 to be funded from Policy Contingency e) BID levy collection costs estimated at £17,768 per annum for five years funded from Policy Contingency.
2.3 Authorises the City Council to enter into an Operating Agreement and Service Level Agreement with the BID proposer; Retail Birmingham Limited.
2.4 Authorises the Chief Executive or his designated Officer to vote 'yes' in relation to the City Council's total of four votes in relation to the BID ballot specified.
2.5 Authorises the City Solicitor to negotiate, execute and complete all relevant documents to give effect to the above recommendations in relation to the BID.

Lead Contact Officers:	Sandra Glenn – Senior Regeneration Officer
Telephone no: email	0121 464 9864 sandra.glenn@birmingham.gov.uk

3. Consultation

3.1 Internal

Consultation on the content and implications of this report has taken place with the Leader, Deputy Leader, the Chief Executive, the Strategic Director for Finance and Legal and the City Solicitor. All have confirmed their support for this report proceeding towards an executive decision. The relevant budget holders for Council properties in the BID area have been advised. The local ward members have been informed and support the proposal to proceed to a third term.

3.2 External

The current BID terms ends on 31st March 2017, and building on the success of its first and second terms, Retail Birmingham Limited, as the BID proposer has undertaken extensive consultation with businesses and stakeholders to demonstrate support for a third term. Business engagement will continue up to and through the ballot period which will run from 19th September 2016 to 27th October 2016.

4. Compliance Issues

4.1 Are the recommended decisions consistent with the Council's policies, plans and strategies?

The establishment of BIDs is consistent with the Council Business Plan and Budget 2016+, in particular, Outcome One: a strong economy. The work of the BID currently and its proposals for the second term align with the Council's priorities particularly the clean, green and safe agenda.

4.2 Financial Implications

(Will decisions be carried out within existing finances and resources?)

An analysis of the financial implications for the City Council (principally subject to a successful BID ballot) is set out in Appendix 1. The key points are:-

- (i) The City Council as the ballot holder is required to fund the cost of the ballot – this is estimated at £2,806 and funded by Policy Contingency.
- (ii) The Council is required to provide data to the BID for its preparatory work, cleansing of the data is estimated to cost £1,500 funded by Policy Contingency.
- (iii) The collection of the BID levy will be undertaken by Service Birmingham through its contract with the City Council. The set up costs of the database for BID3 are estimated to be £18,680 in 2016/17 funded through Policy Contingency.
- (iv) The total annual cost of the BID levy collection is currently estimated at £17,768, also to be funded from Policy Contingency.
- (v) The BID Proposal, if approved, requires that all relevant businesses must pay a BID levy. In total there are four City Council owned/occupied premises in the BID area and these will also be subject to the appropriate BID levy. Based on the outline proposal the estimated cost per annum would be £8,027 for five years to be funded through relevant Directorates.
- (vi) Funding for subsequent BID terms will be subject to the prevailing policy in place on the administration and collection costs of the BID levy.

4.3 Legal Implications

- (i) 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.
- (ii) 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 Department of Communities and Local Government. This has been served by Retail Birmingham Limited and the City Council duly notified.
- (iii) Businesses within the BID area are being extensively consulted on the BID3 proposals.
- (iv) Retail Birmingham Limited will formally request the City Council to hold the BID ballot in June 2016 and this will be accompanied by a substantial draft of the BID3 Proposal document.
- (v) As with all BIDs in Birmingham to date, the BID ballot will be conducted by an Independent Scrutineer, Electoral Reform Services on behalf of the City Council.

- (vi) The City Council has four property interests in the area, which equates to four votes in the forthcoming BID ballot. The Chief Executive or his designated Officer is to be authorised to vote 'yes', in support of the BID's third term.
- (vii) An approved third term will be implemented by the existing Retail Birmingham Limited, an independent and private sector led not for profit company. The BID will continue to have a Board of Directors, comprising representatives from the area's business community, together with stakeholders including a local ward member and Co-optees from the City Council.
- (viii) The City Council will enter into an Operating Agreement and Service Level Agreement with Retail Birmingham Limited.
- (ix) 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 and the process.

4.4 Public Sector Equality Duty (see separate guidance note)

BIDs are intended to support all businesses within their boundaries and provide improvements that benefit local business and the wider community using the centre. An equality analysis has been undertaken and no adverse implications have been identified from the actions recommended in this report. The analysis (ref EA001250) can be found in Appendix 2.

5. **Relevant background/chronology of key events:**

- 5.1 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 3.
- 5.2 BIDs represent a very significant advance in the management of a 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.
- 5.3 The City Council pioneered the introduction of BIDs in Birmingham, using the initiative as an innovative, business-led approach to improving the management and marketing of the city centre and its local centres. The City Council played a leading role in the National BIDs Pilot and, in 2005; the Broad Street BID became Birmingham's first BID as well as being one of the first ten BIDs in the UK.
- 5.4 Birmingham currently has 11 BIDs with a number having entered second terms. The BIDs in total have raised in excess of £20 million of additional private sector funding that has been invested in enhancing their localities and so improving the environment for businesses, visitors and local communities using the centres. In 2016, the BIDs for Sutton Coldfield, Erdington, Northfield and Acocks Green will also be balloting for their renewals.
- 5.5 The Retail BID's second term, which commenced on 1st April 2012, worked with an overall budget of around £2.8m funding a variety of additional projects and services, including high profile events and campaigns to drive footfall, street scene improvements, business support and representing its members at a local, regional and national level. The BID was instrumental in supporting the business community during the development periods for Grand Central and Midland Metro Extension.

- 5.6 The BID's second term ends on 31st March 2017, and ahead of this, the BID is seeking to proceed to ballot for a third term. Through the development work for BID3, a business plan is being developed. This follows on from the current activities with the vision to make the area cleaner, safer and more welcoming for visitors and to ensure that businesses are given every opportunity to succeed, trade and grow through representation, support and investment. The outline proposal for BID3 is detailed in Appendix 4. The third BID term is expected to bring in an additional £2.1m of private sector investment over its five years.
- 5.7 To date, the City Council has supported all Birmingham BIDs through the funding of the levy collection costs, enabling all of the income raised by the BIDs to be invested on additional projects and services to benefit their localities. Given the severity of the City Council's forward financial position this is under a review for BIDs going to ballot in 2017 onwards.

6. Evaluation of alternative option(s):

- 6.1 There is currently no alternative option available to the BID model that provides continued guaranteed longer term 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 BIDs and likely level of support from businesses.

7. Reasons for Decision(s):

- 7.1 To obtain support for the Retail BID for a third five year term.
- 7.2 To obtain agreement to the relevant implications for the City Council.

Signatures

Date

The Leader

Councillor John Clancy:

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Strategic Director of Place

Jacqui Kennedy:

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List of Background Documents used to compile this Report:

1. Business Improvement Districts in Birmingham – Report to Cabinet 25th July 2011
2. Submission of the emerging BID proposals by Retail Birmingham Limited.

List of Appendices accompanying this Report:

1. Financial implications for the City Council
2. Equality Analysis reference EA001250
3. The Principles of a BID, BIDs in England, Scotland and Wales and existing Birmingham BIDs
4. Retail BID – Outline of the BID3 Proposal and boundary map

APPENDIX 1

Financial Implications for the City Council

1. Ballot Costs

- 1.1 In accordance with the BID Regulations, the City Council is liable for the cost of holding the ballot, except where the number of persons voting in the ballot is less than 20% of the number of persons entitled to vote and the proposals were not approved.
- 1.2 The cost of the renewal ballot for the Retail BID is estimated at £2,806 to be funded from Policy Contingency.

2. Levy Collection Costs

- 2.1 The City Council is responsible for collecting the BID levy, and paying over any sums not spent on BID related activities to the BID company.
- 2.2 The set up costs, both for renewals and new BIDs relate to the IT 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. Costs for the Retail BID are estimated at £18,680. In addition, there is a one-off cost for the cleansing of data at a cost of £1,500.
- 2.3 For the running costs there is an annual charge of £17.90 for the 420 hereditaments in the BID area plus an annual IT and a charge for recovery work of £10,250 giving a total estimated annual cost of £17,768.
- 2.4. The City Council can recharge all such costs to BIDs, however no charge is currently made to any of Birmingham's existing BIDs for levy collection (set up and running costs), with all such costs currently being funded from Policy Contingency. However as a result of the financial constraints that the City Council is facing, a new model for levy collection is to be proposed and an initial consultation on this has taken place, to be effective for BIDs going to ballot from 2017 onwards.
- 2.5 The preparation of a new model recognises that BIDs preparing for ballot in 2016 required clarity and certainty at the start of their preparation in 2015. Therefore the consultation on recharging was explicit that the support that has been provided to the existing BIDs is extended to the Retail BID renewal ballot, with the set up costs of £18,680 and the estimated annual running costs of £17,768 being funded from Policy Contingency.

3. BID levies payable by Birmingham City Council

- 3.1 The BID Proposal, if approved in the relevant BID ballot, requires that all eligible businesses must pay a BID levy.
- 3.2 City Council owned / occupied premises in the BID area will also be subject to the BID levy.
- 3.3 The table on page 7 shows the current known impact of the BID levy for the Retail BID area.

City Council property interests in the Retail BID area

Property/Address	Directorate	Levy pa £
Brunel Street Car Park	Economy	2,725.00
Navigation Street Car Park	Economy	342.00
Open Market, Edgbaston St	Place	2,160.00
St Martin's Market, Edgbaston St	Place	2,800.00
Total annual liability for BCC		£8,027.00

- 3.4 The number of property interests 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 four.

4. BID Revenue Account

- 4.1 The City Council is required to maintain a BID Revenue Account for each BID, for all financial transactions in relation to the BID levy.
- 4.2 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.
- 4.3 These arrangements will be formalised in an Operating Agreement between the City Council and the operating body for the new BID.

5. Baselined City Council Services

- 5.1 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 the Retail BID these include:-

- Waste management services
- Highway services, in conjunction with Amey - street maintenance, lighting,

The Retail 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.

- 5.2 This relevant baseline information will be brought together under Service Level Agreements between the operating body for the BID and the City Council.
- 5.3 The services of other public bodies e.g. West Midlands Police will also be baselined and it is likely that the caveat on budget reductions will apply here also. This is an agreement directly between the BID and the Police.

6. Summary of Proposed Financial Support

- 6.1 The table below summarises the proposed City Council financial support for the Retail BID over the five year term 2017 – 22.

Support	Unit Cost	Over Five Years
Ballot costs	£ 2,806	£ 2,806
Levy collection set up costs – one off	£18,680	£18,680
Levies due on City Council premises	£8,027	£40,135
Annual collection costs	£17,768	£ 88,840
Businesses Database (cleansing of data)	£1,500	£1,500
ESTIMATE OF TOTAL SUPPORT	£ 48,781	£ 151,961

Note the calculation of the collection cost is based on £17.90 per hereditament represents a reduction negotiated by Revenues with Service Birmingham in 2015.

APPENDIX 2

Please see attached Equality Analysis.

APPENDIX 3

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.
- 1.3 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 England, Scotland and Wales

- 2.1 There are now over 225 BIDs operating in towns and cities across the UK and Republic of Ireland.
- 2.2 Locally, formal BIDs include Wolverhampton, Coventry, Leamington Spa, Derby, Stratford-upon-Avon, Nottingham and Solihull. Other major cities which have developed a BID include Liverpool, Manchester, Edinburgh and various London boroughs.

3. Business Improvement Districts in Birmingham

- 3.1 Birmingham currently has eleven BIDs – five in the city centre and six in local centres. Westside (followed on from the Broad Street BID) Colmore Business District, Retail Birmingham, Jewellery Quarter, Southside, Acocks Green, Erdington, Kings Heath, Northfield, Soho Road and Sutton Coldfield.
- 3.2 Birmingham's BIDs have raised in excess of £20 million of additional private sector investment (two terms for Broad Street, Colmore Business District, Erdington, Retail Birmingham, Southside and Kings Heath) and the City Council continues to work in partnership with existing BIDs and developing new ones.

APPENDIX 4

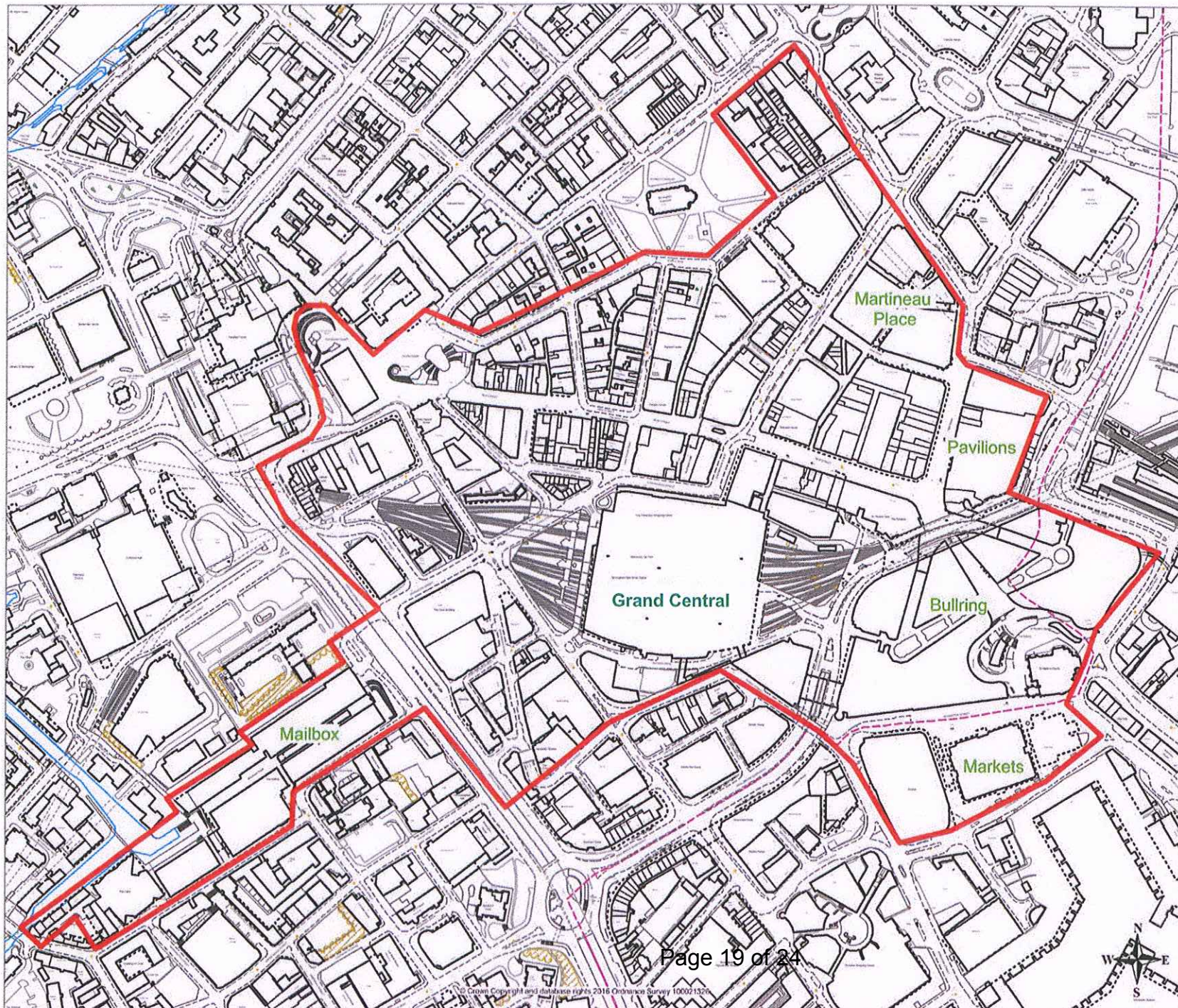
The emerging Retail BID plans for their third term from 2017 - 2022 include;-

The Basics - ensuring the city centre is safe, attractive, accessible.

Community Building - Member communications and visits, enhancing local skill training and building on Smile! Birmingham's work.

Building the Birmingham Experience - building destination appeal and increasing linked trips through more leisure, evening economy, cultural opportunities and the creation and support for City Centre events, to complement the shopping environment.

Promoting Birmingham city centre - through all media channels and activity, including digital, print and airtime, increasing Birmingham's online 'discoverability' on a local, national and global scale.



Retail BID Boundary 2017 - 2022

Date: 29/1/2016

Scale 1:3,500 @A3

Map produced by -
Service Development Team
Planning & Regeneration
1 Lancaster Circus
Queensway
Birmingham B2 2JE.
0121 675 9266

RETAIL BID
BIRMINGHAM



Equality Analysis

Birmingham City Council Analysis Report

EA Name	Retail Birmingham Business Improvement District (BID)
Directorate	Economy
Service Area	P&R Planning And Development
Type	Reviewed Function
EA Summary	To access the equality implications for supporting the re-ballot of Retail Birmingham Improvement District (BID) for a five year term, commencing 1st April 2017
Reference Number	EA001265
Task Group Manager	Russell.D.Poulton@birmingham.gov.uk
Task Group Member	
Date Approved	2016-04-05 01:00:00 +0100
Senior Officer	nigel.godfrey@birmingham.gov.uk
Quality Control Officer	Richard.Woodland@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 Function.

2 Overall Purpose

2.1 What the Activity is for

What is the purpose of this Function and expected outcomes?	A Business Improvement District or BID is where eligible businesses within a defined area vote in a secret Ballot to invest collectively in additional projects and services specifically for their area eg marketing and promotion, street improvements including signage, flowers, festive lights and business support.
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For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	No
A Fair City	No
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?	No
Will the policy have an impact on wider community?	Yes

2.3 Analysis on Initial Assessment

1. BIDs are a business led initiative which are developed through significant engagement with businesses. To ensure the feasibility and demand for a BID, BID proposers undertake engagement activity and consultations to assess whether businesses would be interested in participating in a BID. BID proposers also engage with the local authority in its capacity as the Billing Authority, Ballot Holder, custodian of the public realm and planning policy.

The area covered by Retail Birmingham Limited (Retail BID) sits within the boundary of Ladywood Ward. Ladywood Ward contains the city centre and central business district; although there are areas of affluence in and around the city centre, much of the Ladywood Ward is characterised by households of moderate means and there are high levels of deprivation in the district (District Profile, 2014/15).

The 2011 Population Census shows Ladywood Wards population as 31,580, and also having almost double the average Black & Ethnic Minority population of the City. However, within the Retail BID area there are circa 2,000 residents, these groups are not members of the BID company. No equality issues have been identified or foreseen and Retail BID actively promotes the City Centre environment to a diverse range of existing and potential users.

2. The BID will primarily work with its member organisations (businesses) to deliver its agreed activities, and as such the continuation of the BID is unlikely to impact upon groups with protected characteristic.

The key users of the BID will be businesses within the defined BID area, which is predominantly located in Erdington/City Centre (Ladywood Ward).

Residents and footfall passing through the BID area will be indirect users of the services.

There is no specific information on the composition and characteristics of the businesses and footfall within the BID area; though it can be assumed that many customers using the BID area will be employed in the services located in the area, be tourists (for the Retail BID), commuters or residents in the area.

The Retail BID consultation process is currently underway and will run from February 2016 to April 2016. This has been deployed using a number of methods; one to one stakeholder meetings with business owners (such as independent and SME business) and major store managers (House of Fraser, Primark etc). A business survey has

been sent to all BID members (circa 400) in paper and electronic format, as well as being included in the latest Retail BID Edit Magazine, a bi-monthly member communication tool. Feedback is still being collated, but key trends for a third Retail BID term are emerging.

Retail BIDs second term has been, and continues to be, shaped by the significant public realm development works, such as the Midland Metro Extension, Grand central and New Street Station, various infrastructure works running along High Street and New Street and the A38 tunnel improvements. As such, Retail BID continues its remit to support businesses with practical measures to ease the turbulent trading environment, as well as promote and instigate activity within the City Centre.

While Retail BIDs remit for a third term is still being shaped by the ongoing consultation process, it will remain important for the BID to ensure the City Centre is a safe, accessible destination for all existing and potential users irrespective of their background. With over 400 businesses in the area, the current term has seen the BID website used to promote available jobs in the area. In a potential third term, this remit is likely to expand to further training and employee development, ensuring the business members have competent and appropriately trained staff to further their business needs, represent Birmingham from a customer service and welcome prospective, and enhance employee skills for their future career progress.

Retail BIDs third term activities are still out to consultation, but the core priorities of ensuring the City Centre remains a safe, clean and attractive destination are highly likely to remain in place. A dedicated Business Support Officer has the remit to act as eyes on the street to ensure quality levels are maintained, while also addressing in partnership with the Police nuisance issues such as the increase in street begging. These are measures that will retain existing levels of footfall.

Retail BID plans for 2017 - 2022 include;

The Basics - ensuring the city centre is safe, attractive, accessible.

Community Building - Member communications and visits, enhancing local skill training and building on Smile! Birmingham's work.

Experience Economy - building destination appeal and increasing linked trips through more leisure, evening economy, cultural opportunities and the creation and support for City Centre events, to compliment the shopping environment.

Promoting Birmingham City Centre - through all media channels and activity, including digital, print and airtime, increasing Birmingham's online discoverability on a local, national and global scale.

3. The decision to continue with BID is expected to have a positive effect on the local business community as they will benefit individually and equally from the additional services for BID will deliver in their area.

3 Concluding Statement on Full Assessment

Based on the initial analysis, consultation and feedback from stakeholders that the BIDs activities will contribute to equality of opportunity by improving the image and service offer of the local centre.

4 Review Date

30/09/16

5 Action Plan

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