

APPENDIX 2

Colmore BID – Draft Proposal

This Appendix has been prepared by the Colmore Business District as the BID proposer.

Background to Colmore BID and first two terms

The Colmore Business District is a defined geographical area encompassing the commercial heart of Birmingham.

In accordance with the Local Government Act, Business Improvement Districts (England & Wales Regulations, 2004), businesses voted by a majority in 2009 and again in 2013 to invest collectively in local enhancements to improve their trading environment, raising over £675,000 and £930,000 respectively each year for a five-year period.

Colmore Business District was the third area in Birmingham to opt for BID status and has since flourished following nine and a half years of BID investment.

During the second BID term, the BID worked in partnership with Birmingham City Council and Transport for West Midlands to apply for Local Growth Funding and successfully won £4.66m of funding to improve the pedestrian experience in the district. That coupled with the £1.4m investment from Colmore BID and monies from Birmingham City Council and Transport for West Midlands means that just under £10m will be spent on public realm within the district. Work is due to commence on Colmore Row, outside Snow Hill Square, and Cornwall Street. Colmore BID has secured private investment into the scheme on Cornwall Street and is still in negotiation with other property owners who are considering making a financial contribution to the scheme.

The Colmore BID is funded from a BID levy charge of 1% of rateable value as at 1st April 2014. This percentage was adjusted to match inflation as the term went on.

The BID area in the second term comprised of circa 650 hereditaments.

Colmore BID Second Term 2014 - 2019

BID levy payers voted by a 94% majority to commit to improving Colmore Business District

The main areas of activity focused on the following themes:

1. **Outstanding Places** – Caring for the physical aspects of Colmore BID and delivering, influencing and partnering on public realm projects to make the district an outstanding place. We will be delivering major public realm projects in partnership with Birmingham City Council and Transport for West Midlands (Tfwm). We carry out an annual street deep-cleaning programme of over 45,500m² of streets in the district. We have participated in the award-winning Britain in Bloom programme. We committed to improving the footbridge and with a small financial contribution from the Jewellery Quarter BID, in addition to our investment of over £70,000 we improved the lighting, repainted the bridge and designed out opportunities for some of the anti-social behavior which was taking place. We provided floral displays and Christmas lights annually in the district. We have provided 280 floral features across the District every year. We have adorned the streets with 90 Christmas decorations each year.
2. **Safe and Sound** – Our ambassador and security team have interacted with 53,000 visitors and staff. The team have also reported over 6,500 incidents of dirty streets, 1,500 issues with our streets and pavements, including over 300 broken paving slabs and over 400 incidents of abandoned road signs. The ambassadors act as our eyes and ears and are a visible welcoming presence to all who visit, live and work in the district. Colmore BID is an influencer in the city to improve the response to homelessness and have been instrumental in setting up a cross-city group to produce a strategic approach to tackling this issue. In May 2017, we signed up to the Metro Mayor's regional taskforce on homelessness. Twice a year we undertake personal safety training sessions for people working in the District these are

free two-hour sessions designed to get people thinking about how they can keep themselves safe in the city. We introduced Facewatch, an online reporting tool, to the district, with direct links to the police. The Colmore Security Network is an initiative designed to bring together facilities managers and others who are responsible for helping to keep the District safe. It was refreshed and reintroduced in 2017 to help to develop the District's preparedness for, and resilience in the event of a major incident in the city. Colmore BID has also prompted the recreation of a Pubwatch scheme in the district.

3. **Place Marketing** – We have continued to develop the Colmore Food Festival; our landmark celebration of the best food and drink in the city showcases almost 30 venues from the District. This event alone attracts 30,000 visitors each year. We promoted levy-paying businesses over 700 times, providing an average of 180 free marketing opportunities a year. We produced 11,000 copies of our Area Guide, featuring our hospitality venues and services. During BID 2 we held over 140 events, an average of 36 each year. These events were attended by over 1,500 people, an average of almost 400 each year. We have supported the Birmingham and Solihull Jazz and Blues Festival, hosting daily outdoor lunchtime performances during the festival. We have a Cinema Club, where we partner with venues in the district, showcasing a line-up of films. We have held 18 Moseley Arts Markets, where we showcase the market entitled Moseley Arts Market 'On the Move'. We have held two major photography events during the BID terms, one showcasing Phyllis Nicklin. In October 2016, Colmore BID presented a number of Phyllis' images on a lit display in Snow Hill Square. The exhibition ran until the end of January 2016 and was enjoyed by commuters and those who had fond memories of the city at the time of the photos. A short documentary film about Phyllis Nicklin's life and work was also produced. In November 2016, #NicklinUnseen won the national Place Marketing – Large Location BID Award.

Colmore BID was also a substantial sponsor of Thresholds. Our monies were invested early as it supported innovation and activity in the district, founded on our heritage in the core of the city. The investment allowed the project promoters to seek arts funding with the security of a serious commitment from Colmore BID. Conceived and developed by Mat Collishaw and Pete James, Thresholds restaged one of the earliest exhibitions of photography which took place in 1839 when British scientist William Henry Fox Talbot presented his photographic prints to the public at King Edward's School in Birmingham. The experience was fully immersive with visitors walking freely through a digitally reconstructed room. The exhibition has toured around the country including Somerset House in London.

4. **Community Building** – The BID has an active online presence through its social media and website. The BID communicates with its members via Facebook, Twitter, LinkedIn and Instagram, collectively reaching over 65.6K people. The BID uses social media and its website to keep BID members up to date with the latest news, offers and events that are happening in the District, and keep them informed about the projects that the BID is working on. We have printed 84,000 editions of our magazine, Colmore Life. The magazine provides key information about Colmore BID's achievement, allows levy payers to showcase their own news and promotes the District's events. Competitions and offers promote Colmore BID businesses and encourage a bustling District. The BID sends out a weekly e-bulletin to over 1,800 subscribers with updates on the BID's activities as well as news, events and offers in the area. Businesses in the district have often used this as a tool to promote their news and events. Colmore Business District is used as a communication centre for the District to distribute any emergency or important information related to the area from West Midlands Police and Birmingham City Council. Businesses also approach Colmore BID as an intermediary for questions related to safety or public realm issues in the area. We put on an annual Community Games, where staff from businesses in the district have the opportunity to participate in sporting activity, whilst raising money for our nominated charity. Over the last five years we have raised over £30,000 for Sifa Fireside, which has enabled them to provide more resources for homeless people. We have put on a range of health and wellbeing events throughout the BID term such as, stress management, walking

tours, art classes, running groups and yoga. The wellbeing of employees has an impact on staff motivation, engagement and retention. We have our own choir who perform regularly throughout the year at hospitality venues within the district, Queen Elizabeth Hospital, Birmingham Cathedral and St Martin's Church. We have put on a range of workshop for SMEs within the district such as marketing, social media, taxation and pensions.

5. **Accessible and Connected** – Colmore Business District became the second Green Travel District (GTD) in Birmingham. GTD's enable investment focused on public transport, walking, cycling and encouraging people to use cars less. The GTD is looking at baselining pollution data for Colmore Row and environs, prior to the delivery of the Snow Hill public realm improvement projects. Colmore Business District is proposing a business-led solution to reducing vehicles stopping, starting and moving through its tightly-packed streets. We are working with delivery companies on modelling better solutions. We have continued to produce and distribute Z-maps – this is a map that folds down to business card size, yet opens up to a legible, easy to use map with key landmarks shown and food, hospitality and retail venues printed around the map. We are represented on all three levels of the Snow Hill Growth Strategy meetings, which are led by Birmingham City Council.
6. **Business Matters**– We continue to work at developing partnerships to enable us to identify opportunities to develop projects. We were the instigators of a project called Flavour Fortnight, providing an opportunity to showcase the hospitality offering in the city – Colmore BID worked with Retail BID and Westside BID to deliver this. Colmore BID were the instigators of the development of a City Centre Strategic Board, after the demise of the City Centre Partnership Board. This board has all of the BID Chairs on it, Tfwm, West Midlands Growth Company, West Midlands Police, representatives from Digbeth and Eastside and a residents' representative. The aim of the board is to help to provide some strategic direction and management of the city. We have set up a Property Owners and Agents Forum for the district, with the aim of keeping these key individuals up to date with what the BID is doing and also discussing opportunities with them on financially contributing to future public realm schemes within the district. During our second BID term, we have won a series of awards including, British BIDs Proud Project 2014 for Colmore Square, British BIDs Proud Project 2016 for Nicklin Unseen, shortlisted for ATCM's BID of the Year Award 2016 and our Executive Director was awarded Business Woman of the Year 2017 by Downtown Birmingham.

Colmore BID Outline of Proposal for BID3 from 2019 to 2024

The current BID term will end on 31 March 2019, with voting on BID 3 taking place by eligible levy payers between 15th October and 20th November 2018.

BID Boundary

It is proposed that the boundary for Colmore BID 3 be extended to include the Paradise Development – as shown in Appendix 3.

Extensive consultation on this proposal has taken place, including meetings with the Paradise Board on 15 November 2017. The Paradise Board, including Birmingham City Council, Argent and Hermes, confirmed their agreement to the proposal via email on 24 November 2017. The Paradise Board have stated that they want a small contribution to go to Westside BID and this will be a separate negotiation between all parties.

BID Levy

It is proposed that the BID levy will increase from the current 1% to 1.5% for BID 3 and consultation to date shows that levy payers would not be averse to this. This levy increase will raise the budget from £940,000 to £1.2m for investment in Colmore Business District. Our proposed first year budget

for our third term is detailed from page 10. This will form a part of the Colmore BID 3 proposal which the voter contacts from the eligible hereditaments will vote on.

Colmore BID Project Areas	Projects/Services	Budget per annum
Safe and Sound	<p>Caring for the user experience of being in Colmore BID and feeling safe.</p> <p>Ambassador and Security service – extend our security officer scheme into the early evening to offer increased reassurance.</p> <p>Continue to pro-actively support activities that tackle homelessness by working with a wide range of partners</p> <p>Personal Safety Training</p> <p>Colmore Security Network meetings at least twice a year.</p> <p>Develop text messaging as a means of communicating with the levy payers.</p> <p>Projects to help companies tackle cybercrime.</p>	£200,000
Outstanding Places	<p>Caring for the physical aspects of Colmore BID and delivering, influencing and partnering on public realm projects to make Colmore BID an outstanding place.</p> <p>Continue to deliver Colmore BID's spatial Masterplan by influencing regeneration plans for the District and ensure strong connection to the HS2 station at Curzon Street.</p> <p>Brighten the district with investment in floral features and festive lighting</p> <p>Tackle poorly maintained pavements with Amey and ensure paving is regularly cleaned and well maintained.</p> <p>Install 'pocket parks' throughout the district, creating new micro spaces for people to sit, to chat and to enjoy.</p> <p>Design and construct a digital screen for Colmore Square, featuring an ambitious curated program of content</p> <p>Provide additional daily cleaning.</p> <p>Deep clean the district on an annual basis to remove chewing gum.</p> <p>Greening the District with new planters in a design to reflect the conservation area.</p>	£428,000
Place Marketing	<p>Caring for the brand of Colmore Bid and partnering and delivering events, including:</p> <p>Building on the success of the Colmore Food Festival to</p>	£189,000

	<p>create wider family appeal</p> <p>Launching dedicated film and music festivals</p> <p>Produce three Colmore Life magazines per year to help sell the area to visitors.</p> <p>Cultural/historical walks and events throughout the district.</p> <p>A BID bandstand for live performances.</p> <p>Growing social media presence for the BID, the district and businesses</p> <p>Profile-raising PR for the District to attract visitors and investment.</p>	
Community Building	<p>Caring for the ‘home’ community of employees and business owners adding a dimension to the ‘Colmore Life’ as well as offering the opportunity to plug into networks for business and professional development</p> <p>Continued support of physical activity for BID workers.</p> <p>Continue to develop Colmore Chorus</p> <p>Continue to deliver the community games, linking this to the forthcoming Commonwealth Games.</p> <p>Continue to deliver wellbeing events and workshops and extend the reach of our events into breakfast, lunch hours, and after-work talks, discussion groups and urban gardening clubs.</p> <p>Enhanced support for B2B and SMEs</p> <p>Launch the ‘Pop-Up Colmore’ scheme by brokering creative uses and activities into underused external and internal spaces.</p> <p>Connect our community to events and opportunities within Colmore Business District</p> <p>Increase business networking opportunities, promoting a ‘Buy Local’ mentality and offering business support and mentoring between larger businesses and SMEs.</p> <p>Continue to develop Colmore Cinema Club.</p>	£84,000

Accessible and Connected	<p>Caring for the user experience of moving around Colmore Business District and influencing and partnering on policy and projects to make Colmore BID navigable for a variety of people with differing mobility.</p> <p>Research into air pollution and schemes to address the issue.</p> <p>A new approach to freight deliveries in the district.</p> <p>Reviving the Interconnect programme of work to ensure that the growth and change in and around the city centre is legible for visitors.</p> <p>The Green Travel District will continue to encourage behavior change particularly pertaining to commuting to and from work.</p>	£44,000
Business Matters	<p>Shaping and articulating the strategic voice for Colmore BID across the city to make sure that the message of business is received in appropriate loci of influence:</p> <p>City Centre BIDs City Centre Strategic Board GBSLEP WMCA BPS Birmingham Birmingham Chamber</p> <p>Maximising opportunity and potential within the district with the hosting of the Commonwealth Games in 2022.</p> <p>Build stronger links with Birmingham's universities, supporting emerging business talent where possible.</p> <p>Promote Colmore Business District as an ideal inward investment destination through national and international PR, targeting potential new businesses from existing and new sectors to improve the District's resilience and attractiveness.</p>	£20,000
BID Operational Costs	Accounts, audit, insurances, stationery, rent and salaries	£240,000
Expected Income for BID3		£1.2m per annum

It should be noted that that, whilst the above demonstrates the proposed budget, the breakdown of funding will remain flexible between the Sub-Committees and subject to full agreement by the Board. Inflation will apply on the BID levy in years two to five of BID3's five-year term.

Organisation and Management

Colmore Business District Limited is the legal entity that operates the existing BID and the structure of the board for BID 3 may change after a governance review is undertaken.

Only BID paying businesses are entitled to vote on financial matters.

The Board will meet quarterly and will delegate day to day operational responsibility to a BID Executive Director.

BID Levy Arrangements

- The principal source of funding for the BID will be the BID levy which will be set at 1.5% of the rateable value for each defined business premises (hereditament) with a rateable value of £10,000 or over. All business sectors will be included.

A total levy cap of £25,000 is proposed. This will be beneficial to a small number of businesses within the BID area with either a large premises/rateable value or multiple property interests.

- The levies will be based on the 2017 Local Non-Domestic Rating List.
- For void/unoccupied premises (hereditaments) at the time of the ballot: -
 - 1) No BID levy relief will be given;
 - 2) Where there is no existing 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.
- The levy will be discounted for charitable organisations at the same level as their mandatory relief – normally 80%.
- The retail businesses within the BID boundary which are already contributing to the Retail Birmingham BID will not be liable for any further levy.

BID 3 Ballot, Commencement Date and Term

The BID ballot will take place during October/November 2018, conducted by Independent Scrutineer Electoral Reform Services.

If successful, Colmore Business District BID 3 will commence on 1st April 2019.

The third five-year term will end in 2024 and a renewal ballot is likely to be held before then.

Consultation

The following consultation has been carried out with levy payers:

- Two breakfast meetings with top levy payers
- Two meetings with the Property Owners and Agents Forum
- Lunch with levy payers representing different sectors and size of organization
- Five focus group lunches on each of the BID's work areas
- Three focus group lunches for general discussion on the work of the BID
- Email out to our database of 2,000 people asking for feedback, ideas and giving them the opportunity to join a lunchtime discussion
- Ambition magazine was published at the end of December 2017 and posted out to all voter contacts, highlighting the change of boundary and levy.
- Meetings held with Paradise Board to discuss and agree to the proposal for Paradise to be part of the Colmore BID's geographical area for BID3.
- Four drop-in sessions with the businesses in the potential expansion area at the top of Steelhouse Lane and Corporation Street.
- Colmore Security Network

We have produced a four-page consultation document based on our dialogue with levy payers and staff working within the companies and we are now using that document to further develop our

ideas for the BID 3 business plan. We have arranged 10 consultation meetings, during the period May and early July, which all levy payers have been invited to.

We look forward to delivering another successful BID term for our business community, should they show their support for us in our next ballot during October/November 2018.