



OUR PLAN TO SUPPORT SOUTHSIDE 2021 – 2026

Safe, clean and fun



A LETTER FROM OUR CHAIR – JAMES WONG

Since it was established in 2011, Southside BID has significantly improved our vibrant and unique part of Birmingham, making it a safer and more welcoming destination, increasing visibility through marketing and events and, crucially, supporting the broad range of businesses that call Southside home.

It's hard to imagine Southside without the BID. Our wardens have become part of the community, providing a regular and reassuring presence for both our businesses and visitors. Our street-cleaning teams and programme of floral enhancements ensure that the District is an inviting place, and our programme of events, including support for some of Birmingham's most iconic festivals, such as Birmingham Pride, Chinese New Year and Summer in Southside, drive visitors from both near and far.

The last six months have undoubtedly thrown up some of the biggest challenges that many businesses have ever had to face, and Southside BID has been there throughout to support our members. This connectivity is one of the most important aspects of the BID – we ensure that our businesses have a seat at the table when it comes to lobbying for support, whether that be local or national government, the media and wider stakeholders.

Through this vital work, the BID has proved that it does make a difference, and the support that our team has provided throughout the current pandemic has enabled businesses to secure grants, have access to PPE, risk assessments and reopening guidance, alongside financial and legal advice. We have also successfully campaigned to secure the temporary closure of Hurst Street for the Southside StrEATery, providing much-needed outdoor capacity and increase in footfall at this difficult time.



We've stepped up to the challenges that we laid down for ourselves back in 2016. Southside is cleaner, greener and safer than ever before – but there's still work to do. Our plans for BID 3 will ensure that the District remains safe, clean, fun and connected. We need to support our businesses to re-emerge from the impact of Covid-19, and enable the Southside community to be in the strongest possible position to benefit from Birmingham's continued development over the next five years.

Our redevelopment of Hippodrome Square to become a focal point for the District, alongside Southside's location as a key destination for the Commonwealth Games 2022, are just two of the major opportunities for Southside District to be firmly established at the very centre of the city's cultural offer over the next BID term.

The BID is here to drive forward opportunities for our business community. Without the BID, we will lose the power of our combined voice at one of the most critical times for our members and the District.

Please vote "YES" for Southside BID 3, contact me or the management team to discuss your ideas and thoughts for the continued development of Southside, and we will continue to do everything we can to protect the future of our eclectic, vibrant and inclusive District, the cultural heart of Birmingham.

James Wong, Chair of Southside District

WELCOME TO SOUTHSIDE DISTRICT...

Making Southside District the place to work, the place to play, the place to visit and the place to do business.

Welcome to Southside District. We are the beating cultural heart of Birmingham, completely unrivalled when it comes to our vibrancy and experiences.

Our District absolutely oozes with social heritage. Playing home to a feast of iconic attractions, such as the historic Gay Village, Chinese Quarter, Hurst Street & TheatreLand.

And that's only scratching the surface. With over 70 restaurants, cafés, bars,

nightclubs and entertainment venues, Southside District is ready and waiting to be explored. We encourage discovery, and welcome all visitors into our unique community.

Part of what makes the Southside District so special is our sense of pride and ownership in the area. Our businesses actively re-invest in the area to make sure that it's as clean and safe as possible. We're always looking out for each other, and we're always looking out for you.

Southside District celebrates diversity. We're a clash of fantastic culture, and this is what makes us the most exciting destination in Birmingham. The place to work and play.



What is a BID?

A Business Improvement District (BID) is a defined area where the local business community work together to collectively invest in projects and services to improve the business environment in a defined commercial area. A BID delivers projects and services additional to those provided by the local authorities, such as street cleaning and street wardens.

A BID is usually operated by an independent business-led not for profit company.

A BID can only be implemented when businesses have voted in a ballot and a majority is achieved.

A BID can operate for a maximum of five years, after which a renewal ballot is held.

The benefits of BIDs are wide-ranging and include:

- Businesses decide and direct what they want in their area
- Businesses are represented and have a voice in issues affecting their trading area
- BID levy money is ring-fenced for use only in the BID area
- Increased footfall and spend
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion
- Looking at infrastructure, pollution and movement
- Guidance in place shaping vision activities
- Facilitated networking opportunities with neighbouring businesses
- Assistance in dealing with the Council, Police and other public bodies

For more about BIDs, visit www.britishbids.info



WHAT DOES SOUTHSIDE DISTRICT STAND FOR?



We deliver:

The BID team have been put in a position of trust within the community. Accordingly, we see it as our duty to put words into action. We deliver upon our pledges and we oversee real, measurable results.

Improving the area:

As an organisation, we are constantly striving to improve the area within Southside District. The hard work never stops, and we simply do not allow ourselves to ever get complacent.

We give businesses a voice:

Our Board is made up of business owners and managers from across the District. One of our most important roles is to give all our businesses a voice that will be heard – your opinions matter the most.

Community:

We are a proud, tight knit community who look out for one another. We have a shared vision, and will work tirelessly together to make this a reality.

Destination led:

We understand that given our simply phenomenal offering, we must be destination-led in our approach, to showcase our District and give it the profile it more than deserves. Resulting in a better place to live, work and play for everyone.

We are a BID for better business:

The BID model allows us to more effectively achieve our goals as an area. This builds the platform for the best business possible within our District.

Ambition:

We are ambitious, we can't help thinking big and we'd be foolish not to. Southside is overflowing with potential, and we believe we can put our District front and centre in Birmingham.



When we set out our proposals for BID 2 we promised to build on the success of our first term and deliver big plans for new public spaces, safety and green initiatives. So, how did we do?

SOUTHSIDE BID 2 2016 – 2021

WHAT WE ACHIEVED

SAFE

- 4,592 hours of Southside street warden assistance every year
- Working closely with West Midlands Police to monitor and gather evidence for crime & ASB
- Achieving crime reduction of 60% over the BID term
- Delivering the Safe Space project – helping 1564 people since 2019
- Removing needles from across the District (616 in 2019)
- Supporting Pubwatch, to help licensed premises improve safety
- Support for Citywatch Radio linked to CCTV and WM Police
- 18 dedicated city pastors, providing support to visitors
- Lobbying for the removal of unused telephone boxes to reduce anti-social behaviour and criminal activity
- Helping the street population, working closely with the Local Authority, outreach support teams and organisations to ensure they receive the necessary support and are moved on into housing

FUN

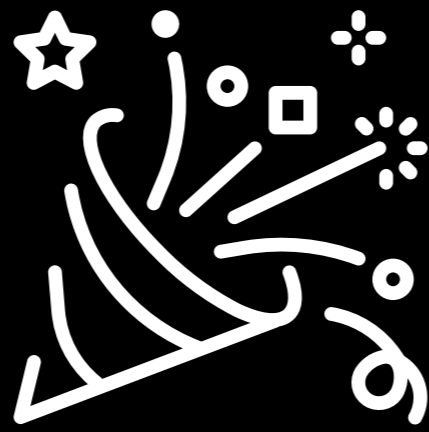
- Over 70 festive lights installed across the District from November to February every year
- Extensive support for Southside festivals including Chinese New Year, Birmingham Pride and Summer in Southside
- Delivering our own footfall driving events including Southside Cinema, Halloween and SantaSide Christmas activations
- Place Management – support for local events, full time operations manager, making Southside the best it can be.
- Commissioning a programme of street art to brighten up the area and put Southside firmly on the map for street art trails
- Running a programme of evening networking events and masterclasses

CLEAN

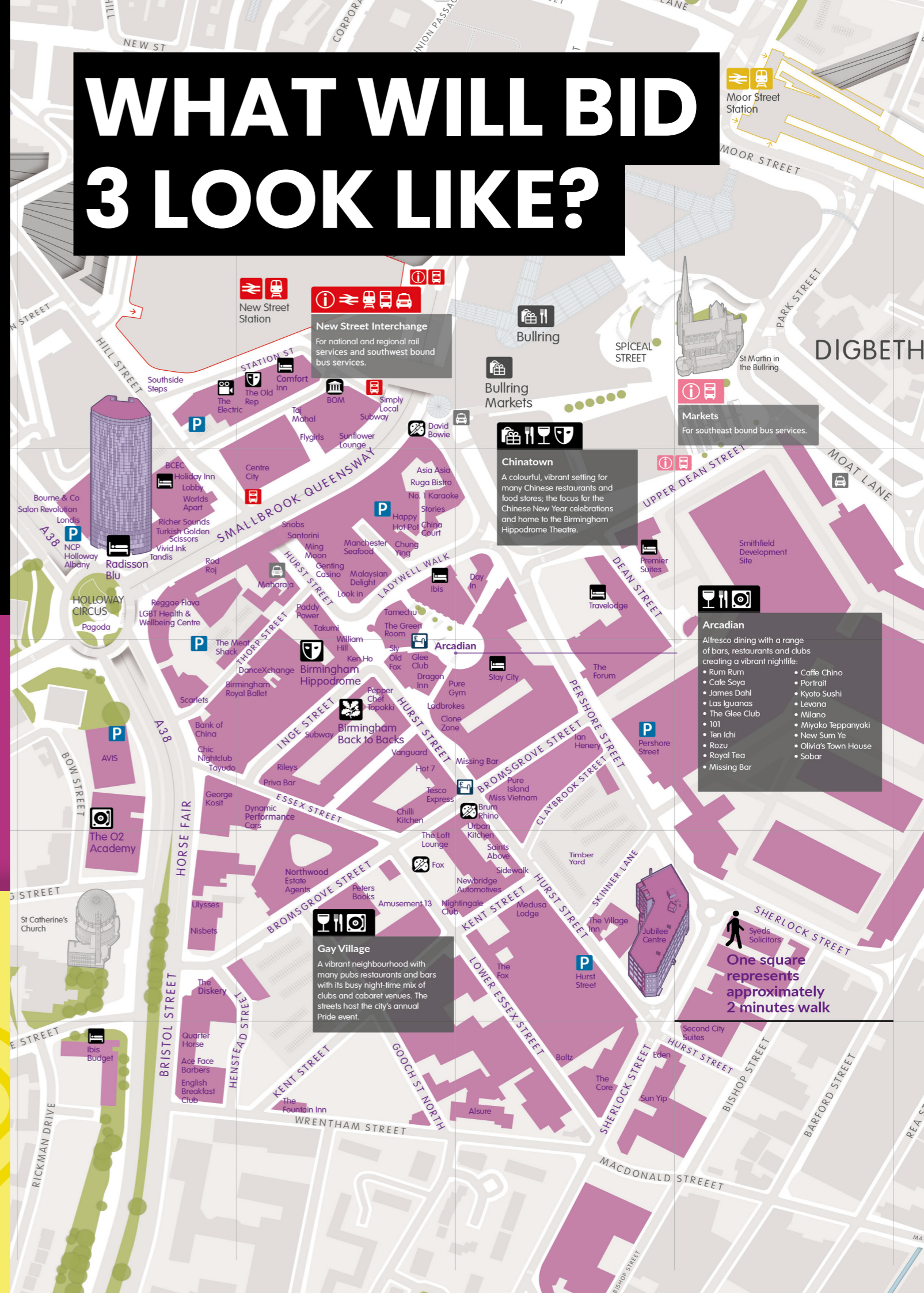
- Graffiti removal reporting service
- 2,600 hours of litter picking per year
- Removal of fly posting and fly tipping
- Grot spot clean up
- Public Art projects
- Deep cleaning of the District, including jet-washing and chewing gum removal
- Support for recycling schemes
- A38 Green Wall ongoing maintenance
- Community litter picks involving businesses and residents

CONNECTED

- Developing a strong business community network with regular Southside Showcase events, WhatsApp groups and sector specific meetings
- Regular member communication including a weekly business newsletter and our Southside Spotlight magazine
- Supporting our members to get access to finance or cost reduction by signposting to relevant suppliers
- Supporting our businesses through the Covid-19 pandemic by providing one to one meetings, support for accessing grants and funding, establishing communication with landlords and signposting to government guidance and legal advice
- Delivering marketing and PR support for the District and our business, generating regular coverage across print, online and broadcast media
- Providing a seat at the table to ensure your voice is heard by stakeholders including Birmingham City Council, the GBSLEP, West Midlands Growth Company, West Midlands Police, the Police & Crime Commissioner and the Regional Mayor's Taskforce
- Working with the other city centre BIDs to share best practice and deliver combined campaigns, including Birmingham is Back, a joint marketing campaign to support the reopening of the city post-lockdown
- Lobbying Birmingham City Council for the successful delivery of the Southside StrEATery project, achieving the temporary closure of Hurst Street to support our hospitality venues to increase capacity for outside eating and drinking



WHAT WILL BID 3 LOOK LIKE?



OUR PLANS FOR BID 3

(APRIL 2021 – MARCH 2026)

Since March 2020, the Covid-19 pandemic has highlighted more than ever the importance of a close, supportive business network in Southside.

So many of our businesses have gone above and beyond to help each other. We have worked hard to provide guidance and support to ensure that Southside comes out the other side as a vibrant destination and, once again, welcome visitors to enjoy everything that we have to offer.

Our mission for BID 3 is to do everything we can to build on that connectivity and community, to make Southside District a safe, clean and fun place to be, and to live up to our potential as the cultural heart of Birmingham.

SAFE

Maintain safety presence

Our dedicated warden team are the pride of the BID. Over the next five years, we vow to maintain their presence on our streets, helping to keep the crime statistics on a downward trend, calling in to check on local businesses and monitoring premises whilst owners are away. We can't imagine the District without them.

Southside Safe Space

Introduced in 2019, Southside Safe Space has helped over 1,000 people to date. With no Southside BID, this potentially lifesaving initiative will not be able to continue. Whilst the funding comes from Public Health England and West Midlands Police, the BID is integral in bringing partners together and promoting the scheme. We want our District to be known across the city and beyond as the safe place to enjoy a great night out.



Sweeping the streets

We've set new standards of cleanliness in Southside, but we're not content yet. We'll be increasing our community litter picks as well as responding to calls for help that come in from businesses.

And if our wardens spot something, it'll be safely dealt with there and then. It's hard to visualise just how much has been achieved (**we collected 2160 bags in 2019**), but there will always be more to do.

With an increased footfall in the area, more litter may arrive – and the BID team will need to be on hand to sweep up.

Going green

We will continue with our Southside Blooms programme of floral enhancement across the district. Building on our subsidised green waste removal scheme, we're committing to introducing cost reduction schemes for business which promote recycling and recyclable materials. We want to be a city leader in sustainability and ensure that Southside supports a green agenda to benefit businesses of today and tomorrow.



CLEAN

FUN

Cultural heart of Birmingham

We've got theatre, we've got live music, we've got art, comedy and history. We are rightfully claiming Southside's position as the cultural heart of Birmingham, continuing to stage events that amplify our ethos and adding our marketing expertise to all that makes our District the epicentre of culture. We will continue to secure television, radio and newspaper coverage for our businesses and we want to keep marketing our independents who may not have the resource themselves.



Forefront of festivals

Some of the biggest city centre festivals all have a very similar catalyst behind them. Whether it's Birmingham Pride, Chinese New Year or Summer in Southside, the BID plays a huge part in making these happen. With Hippodrome Square due for completion in BID 3, we want to continue to support these huge festivals as well as putting on a full programme of our own – food, LGBTQ+, cinema, dancing, theatre – if it goes on in Southside, we'll celebrate it.



Hippodrome Square

The much-talked about Hippodrome Square will be completed in BID 3, and it will be so much more than festival space. We want a packed schedule of events, but we want to make this calendar with you. This huge pedestrianised area is for the people of Southside and the BID will help your ideas for events become reality.

Christmas lights

There's nowhere better to celebrate the festive period than here in Southside. After 2019's successful SantaSide attractions, we want to light up the whole District for years to come. We want our businesses to shine just as brightly on the outside as they do on the inside.

Cultural Action Zone and Birmingham 2022 Commonwealth Games

As part of BID3 we will be working with GBSLEP and the Smithfield developers to become a recognised Cultural Action Zone for the West Midlands, firmly establishing Southside District at the very centre of the city's cultural offer for residents and visitors as we welcome the Birmingham 2022 Commonwealth Games.



CONNECTED

The Southside Network

We will continue to be just a phone call, email or Whatsapp away. We're immensely proud of the support we've provided businesses over lockdown, but that is just the start. The network we have built is essential to support your recovery and to ensure that Southside businesses can thrive in the future.

Social media support

Running a business is no mean feat, it's all consuming. So much so, marketing and social media can sometimes be a second priority. We want to bring in a new service where the BID will manage, strategize and futureproof your social media accounts. We want to share any knowledge we have with our businesses, and shouting about what you do is what we're good at.



New brand and identity

Our new brand and identity for Southside District, combined with a new visitor-focused website, is designed to drive greater awareness and footfall to Southside, giving the District the exposure it deserves.

BUDGET FOR BID 3...

HOW WILL SOUTHSIDE BID BE FINANCED?

The principal source of funding is the annual BID levy which will be applied to all business ratepayers in the Southside BID area. The levy structure reflects the expected demands to be placed on the BID's services by different sectors. This is a third-term BID proposal to cover the period 1st April 2021 to 31st March 2026.

WHAT WILL IT COST YOUR BUSINESS??

Businesses in Southside District pay 2% of their rateable value (RV) to pay for the BID's services. VAT is not be charged on the BID levy.

If your RV is £12,500 you pay
£250 per year.

If your RV is £25,000 you
pay **£500** per year.

If your RV is £100,000 you
pay **£2,000** per year.

	2021-22	2022-23	2023-24	2024-25	2025-26	Totals
BCC Levy*	£337,801.5	£337,801.5	£337,801.5	£337,801.5	£337,801.5	£1,689,008
Other Funding	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Total:	£397,801.5	£397,801.5	£397,801.5	£397,801.5	£397,801.5	£1,989,008

BID Budget 2021-2026

Clean & Green	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Safe	£137,000	£137,000	£137,000	£137,000	£137,000	£685,000
Fun	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Connected	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
People	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Office	£25,801.5	£25,801.5	£25,801.5	£25,801.5	£25,801.5	£129,008
Total:	£397,801.5	£397,801.5	£397,801.5	£397,801.5	£397,801.5	£1,989,008

Where a property is taken out of the rating list, the BID levy will apply up to the day before the effective date of removal and the annual BID Levy will be apportioned accordingly.

Where a new assessment is brought into the rating list, the BID levy will apply, using the latest rating list from the effective date as shown in the rating list. The annual levy will be apportioned on a daily basis. The levy will be increased in years one, two, three, four and five of the BID, by the annual inflationary factor for local non-domestic rate bills, as calculated by the government.

Note 1: The BID levy will be applied to hereditaments with rateable values of £12,000 and above as assessed in the latest local non-domestic ratings list.

Note 2: Where, at the time of the ballot there is no 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.

Note 3: The BID levy will be assessed against the most up to date and available ratings list.

Southside BID continues to be operated by the dedicated BID company, Southside Business District Limited, with a board of directors. Southside Business District Limited will be directly accountable to BID levy payers for:

1. Upholding and promoting the BID's vision and objectives.
2. Effective and efficient delivery of the projects and services as set out in this document.
3. Promoting the conditions necessary to secure the active and continued support of business members and other partner organisations.
4. Consulting on the renewal of the BID in the last year of its term and bringing forward a BID renewal proposal document as appropriate.

Every levy-paying business and other organisations making agreed annual financial contributions will be members of the company and eligible to vote at general meetings.

The board will meet at least quarterly to oversee the overall direction and delivery of the BID's activities, on behalf of member organisations, and present an annual update on the report on performance. To ensure the ongoing viability of the BID on a day-to-day basis, the BID general manager with their team will oversee the BID management. The general manager and team will be accountable to the BID membership. A representative from the local authority sits on the Southside board, and updates regarding BID activity will be provided to the Council via the assigned Birmingham City Council board member.

Costs incurred in developing the BID proposals and associated logistics are met from the current BID levies (2016- 2021) and there are currently no alterations to be made to the BID proposals.

* Levy collection figure quoted represents a 90% collection rate.



VOTE YES!

to Southside BID 3 and support the future of our eclectic, vibrant and inclusive District.

To find out more or put forward your views for Southside BID 3, please contact:

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