

WEST SIDE
BIRMINGHAM

2020
to
2025

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BIRMINGHAM

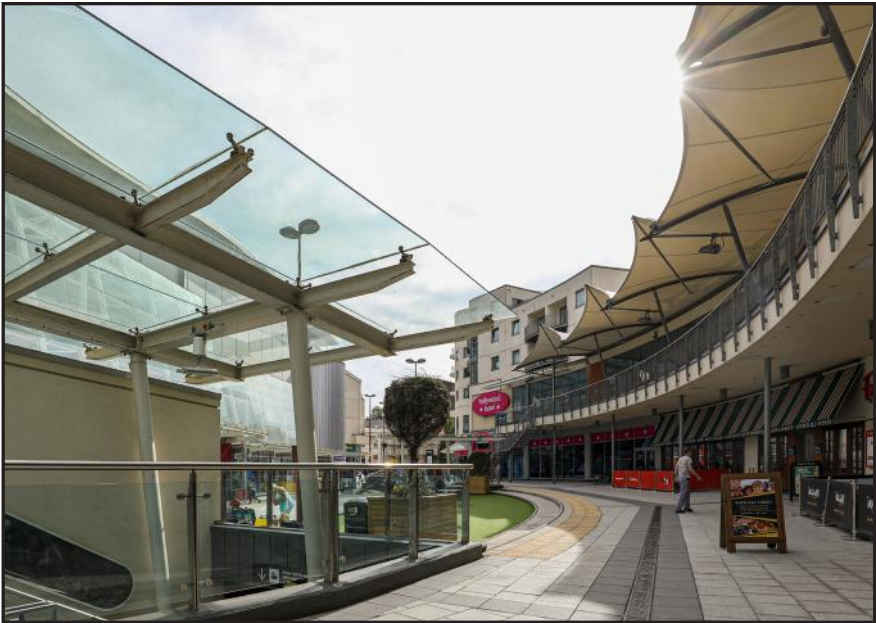




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CHAIR'S MESSAGE

The Westside Business Improvement District (BID) has gone from strength to strength. This has been in a period when the challenge to our area has never been greater. At the time of writing this article in December 2019, the West Midland Metro tram extension has been emerging in Centenary Square as the latest stage of that project. Along the length of Broad Street there is still much disruption as this extension slowly moves forward.

We are committed to working with the Mayor's office and the team who are building the tram extension, offering encouragement as a critical friend. In other areas we have consulted in detail with our membership on the content of our proposal to continue as a BID. You have told us three things:

1. You want to see more of our wardens' patrols.
2. You want the BID to increase its marketing of the area.
3. You want your BID levy payments to remain the same.

I am delighted to tell you that the BID board agrees with you, and we have identified and restructured our budgets to deliver all three of the above. This will mean more wardens on Westside, enhanced marketing of the area and your levy held at current rates.

I am convinced that with your support Westside BID will continue to achieve the following for all its members:

- Keep crime low and Westside SAFER by providing a professional high-profile warden service, supporting our colleagues in law enforcement.
- Keep the streets CLEANER in Westside by providing an environmental warden five days a week.
- Keep promoting the area and making Westside a BRIGHTER place to be with enhanced and deliverable marketing strategies.

Thank for your ongoing support.



Dipesh Mistry
Westside BID Chair & Local Director, Natwest

Westside BID = safer, cleaner, brighter.

WE PROMISED, AND WE DELIVERED

Here at Westside we are committed to fulfilling our promises to you. Our members’ satisfaction is at the core of everything we do therefore we try our best to meet all your requirements. Here is a list of things we promised and how we delivered on the various tasks:

We promised ... street wardens

We delivered ... we have a dedicated team of 15 street wardens who are committed to ensuring that our area is always protected, deterring criminal activity within the area. The Westside Street Wardens patrol the area for an average of more than 250 hours a week, the equivalent to 13,000 hours a year. The street wardens also provide a pastoral function to visitors and businesses e.g. directing lost visitors unfamiliar with the area and providing escorts to staff when required.

We promised ... enhanced marketing projection

We are delivering ... more marketing opportunities. As a business we understand the importance of marketing and advertising. We have a strong online presence on all social media platforms including Twitter, Instagram, Facebook and LinkedIn. We are also extremely proud of the latest part of our marketing package – the Westside World Magazine. This free magazine is printed and distributed across Westside every quarter, providing members with a platform to publicise their success stories, inform people about their events and highlight any issues they are facing. We also provide opportunities for businesses to benefit from free advertisement, enabling them to reach a mass audience through our magazine.

Westside World is for everyone, both in print and online. We deliver physical copies to your place of work, have more copies available to pick up around the area and host it on our recently relaunched website ... www.westsidebid.co.uk. Over the last few months we have delivered more than 3,000 physical copies of the Westside World. Our website also reaches out to the wider public with news stories, pictures, videos and information several times a week, marketing these stories via our multiple social media platforms.



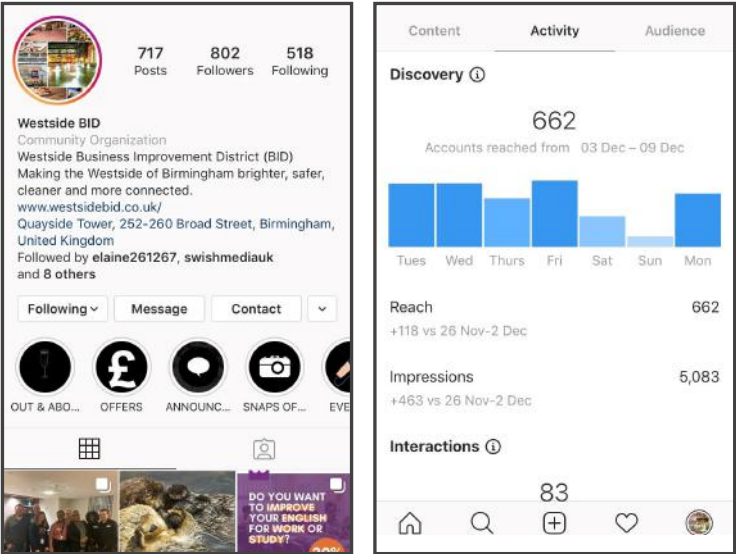
We promised ... continued street cleaning services

We delivered ... effective street cleaning services. Street cleaning is one of the many popular services the BID provides. We pride ourselves in ensuring that Westside is cleaner, brighter and safer for the benefit of our members and visitors coming into our area. On average our street cleaners collect 720 bags a litter, which is equivalent to 15,948 litres of litter removed a year, in addition to the council’s cleaning services. We have special clean ups if required, for example if an event results in extra rubbish, drugs paraphernalia and Debris left by rough sleepers is also removed by the Street Cleaners and Street Warden team. Included as part of the cleaning services we also provide a graffiti removal service. Any instances of graffiti that occur are reported by Street Wardens or Businesses and removed as soon as possible. Our additional support ensures Westside is well maintained for businesses and a continued tourist attraction.

We promised ... a brighter environment

We delivered ... a Black Sabbath bench on the new Black Sabbath Bridge on Broad Street. The original unveiling of this ‘heavy metal’ bench and then its installation on the bridge stimulated the attention of media from around the world. From the local Birmingham Mail and BBC Midlands Today, to the national music press and international TV, stories about the bench and the launch event were seen and watched by millions of people.

Our constant marketing has brought more than 60,000 tourists to Westside’s canals, businesses, galleries and theatres. The BID has also provided seasonal flowers and festive Christmas lights around the area, helping to brighten everyone’s daily life.



OUR SERVICES TO YOU

Westside BID is committed to providing exceptional service to all members, complementing the services currently provided by Birmingham City Council and West Midlands Police. This additional will ensure that Westside continues to grow from strength to strength.

Westside BID's Objectives

- Continue to provide street wardens who help to minimise criminal activity within the area, offering a welcome to all visitors.
- Continue to provide street cleaning services around the area to ensure that it's pleasant and well maintained.
- Create multiple marketing opportunities to help advertise the area and promote our members.
- Promote schemes to improve and manage the environmental quality of the BID area.
- Carefully manage Westside BID as set out in this proposal.
- Working with our partners and understanding their vision.

Birmingham City Council as the relevant billing and public authority has not been able to provide a comprehensive or definitive detail in respect of existing baseline services. We are hopeful soon they may be able to undertake this and will communicate with our members should this occur.

There are many services that the council provides, but we can't always measure their specific impact on the BID area. What we are doing is promoting effective engagement and dialogue with Birmingham City Council for our members, to help them benefit from what's available. This includes services such as:

- Planning
- Economic development
- Transportation
- Strategy
- Trading standards and licensing
- City centre management
- Environmental health



WHAT WOULD WESTSIDE LOOK LIKE WITHOUT THE BID?

Westside BID's team is determined to work hard with all our partners to make sure we deliver all the services requested by our members. Our diverse and well-trained team are committed to supporting the area at all times. Without the BID's support, Westside wouldn't be as vibrant as it has become, and we want to ensure the area continues to progress.

Street cleaning. Westside BID is committed to enhancing the appearance of the area. Therefore in addition to the work provided by the council we are proud to provide street cleaning services, to ensure the area is as clean and pleasant as possible. On average we collect 60 bags of litter a month which equates to 720 bags a year. We also clean up debris left by rough sleepers and drug users, in addition we remove graffiti at the earliest opportunity. This in addition to the litter removed by Birmingham City Council.

Frequent promotion of the area. We use our various marketing strategies to provide multiple opportunities to promote the area and our members. We are constantly active on all social media platforms and are pleased at the positive response our new Westside World Magazine has received. We have also relaunched our website – www.westsidebid.co.uk – with a modern design for yet more brand exposure, and this has already received plenty of positive feedback. In addition to the above, we also provide free advertisement opportunities throughout the year to members. We ensure that all our media platforms are used effectively to remind people about all the attractions of Westside and its members.



Walk of Stars. Here at Westside we are the proud home to Broad Street's Walk of Stars. We are thrilled to have awarded stars to more than 40 well-respected individuals and teams from various sectors. Our panel who decide the recipients of the star is led by Birmingham's own legendary and world-famous comedian, Jasper Carrott.

Street wardens. We have a well-trained team of street wardens who patrol the area for an average of more than 250 hours a week, working closely with West Midlands Police. This additional support ensures that all BID members' staff, visitors and the general public feel protected. The frequent patrolling helps to minimise criminal activity within the area. In addition to this we ensure that beggars are quickly and effectively moved on. We continue to provide support to venues dealing with difficult individuals and tense situations on a daily basis. Wardens liaise with City Watch to ensure that incidents are promptly attended to and recorded.

The street Warden role is extremely difficult, and we are facing increasingly challenging times, with Wardens occasionally being assaulted however we aim to ensure our area always remains protected.



WHAT WILL THE NEW AND ENHANCED BID BRING?

During the BID's next term of 2020 to 2025, we intend to grow the quality of our services, continuing to serve the area and the businesses in it, ensuring that Westside is a safer, cleaner and brighter place to be.

Promoting the area even more energetically, using our print, online and social media to market what Westside offers.

Providing more wardens, day and night, weekends and weekdays.

Continuing to develop our neighbourhoods.

Acting as a strategic leader for the area, guiding development placemaking and growth.

Enriching the day-to-day living experience for our developing residential population by connecting them with Westside's business community.

Developing our existing what we have already done to promote the area.

Taking more care for everyone on our streets.



WHY VOTING MATTERS

On Thursday 5 March 2020 Ballot papers will be sent out and businesses in the area will be asked to vote for a new five-year term for Westside BID. Papers need to be returned by Wednesday 1 April 2020. This vote will be your choice.

- A 'yes' vote will allow us to move forward with enhanced business development as proposed.
- But a 'No' vote will take the area ten steps back to the days before the BID, when Westside was neglected, suffered from crime and was unattractive for businesses.

The vote is not just about contribution from businesses for a continuation of services, it is also about confirming the BID's plan for positive change.

Voting for Westside BID is incredibly important because it will ensure that the area remains safer, cleaner and brighter. We want to ensure that Westside continues its reputation as an international tourist attraction.

We want to see Westside's continuous development, by welcoming some of the world's biggest artists and being the proud home to some of the nation's most respected venues, bars, clubs, hotels, and restaurants.

Since the creation of the BID, more litter is being removed from our streets and crime trends declining due to our street wardens who help deter criminal activity. We also intend to continue our strong networking activities within the area by hosting frequent events, bringing our business community together. This helps us to hear everyone's thoughts and concerns, which we then endeavour to action.

Westside BID wants to build on success so that we:

- Continue with our street wardens who help develop the area by discouraging crime, patrolling all corners of Westside for more than 13,000 hours a year.
- Providing pastoral care to visitors of Westside.
- Make further environmental improvements such as street cleaning, ensuring the area is well maintained and pleasant, helping to increase visitor numbers.
- Develop Westside marketing, by continuing to be a platform for our members to showcase themselves as businesses, promoting any events and offers they have.
- Continue providing tourist attractions for members and the general public, like the Black Sabbath bench and many other cultural gems.
- Develop a truly world class area for Business, residents, workers and visitors producing a comprehensive Westside Master plan.



WHY ‘WESTSIDE BID’?

This is a joint brand for all the diverse businesses and visitor offers across the area. This includes Broad Street, Brindley Place, Five Ways, the Axis building, Broadway Plaza and surrounding areas as defined in the map you can see later in this proposal document.

Westside is now the envy of our national and international destination competitors, and we have a range of facilities that cater to everyone’s needs. Whether it’s exciting plays at the REP and Crescent theatres, fun-filled nightclubs, world class musical performances or conferences at the ICC and Symphony Hall, Sporting events at the Arena Birmingham or places to meet, drink and dine in Brindley place, Westside is rich in what it offers.

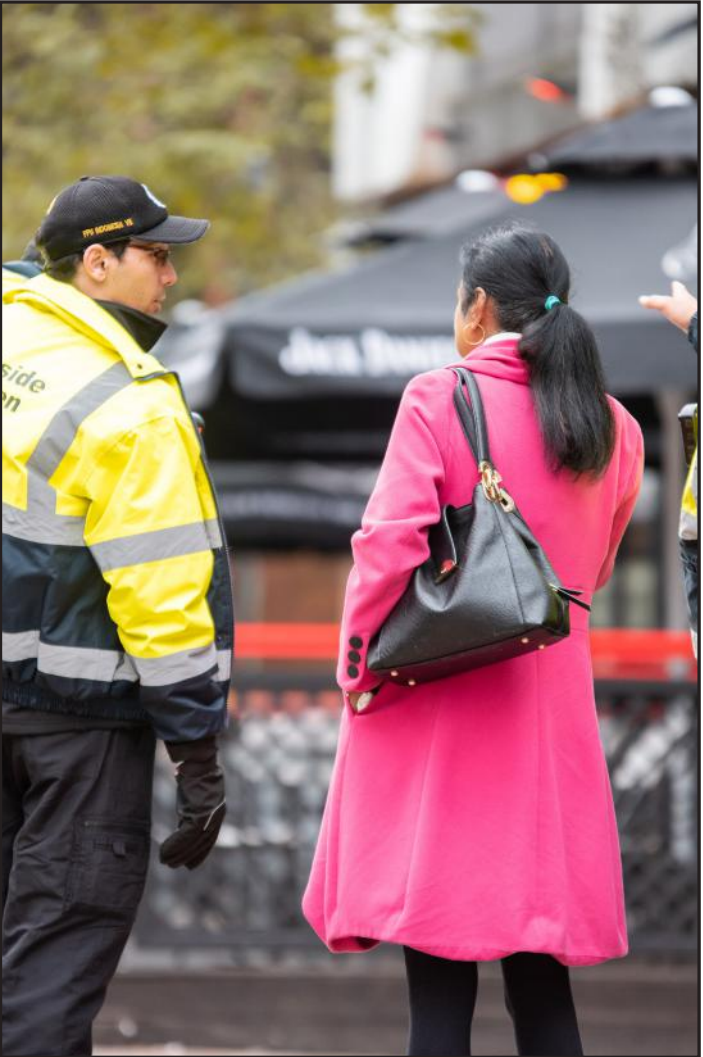
But we never rest on our laurels. We recognise in business that if we fail to move forward, we lose growth and profits.

That’s why a ‘yes’ vote for Westside BID for 2020 to 2025 is a vote for growth, a vote for investment and a vote for increased competitiveness and an enhanced marketing and production of a Westside Master plan.

A ‘yes’ vote for the BID means voting for a better business community, enhanced marketing and a cleaner, safer and brighter place to work and visit in Birmingham.

We promise to continue to build strong working relationships with our members and identify how the BID can develop on its success by reducing crime, making the area more attractive for business and more inviting for the general public.

To contact the Westside BID team with suggestions on ways to improve our area, please contact us on 0121 439 1923



MINIMISING CRIME AND ANTI-SOCIAL BEHAVIOUR

Today, thanks to the BID, crime is down, the area looks well-maintained and inviting, which has resulted in more businesses moving to Westside.

How has this been achieved?

- The street warden team is at the heart of the BID. This is made up of 15 friendly Wardens that welcome thousands of visitors to the area.
- Wardens work positively with the police to reduce crime and anti-social behaviour.
- Each warden deals with hundreds of requests per week, and they are committed to getting the best results for the area and our members.

Westside Bid wants to continue and build on this success by ensuring:

- Strengthening the street wardens team.
- Continuing its positive work with the police.
- A continuation of the Street Wardens pastoral care by assisting the homeless into sheltered accommodation.

We need to remain several steps ahead of criminals and those who commit anti-social behaviour to continue to keep Westside safe with a welcoming atmosphere. We have an established relationship with City watch, who monitor the BID area 24 hours a day. Throughout the day City watch notifies the wardens if there is a concern in the area and the Wardens then take the necessary action. Additional support is provided by the wardens wearing body cameras.

Prior to the Bid, parts of Westside had issues with low level crime, anti-social behaviour and looked run down. The BID's investment and Street warden service has fundamentally improved this.



RETAIL CRIME OPERATIONS

One effective, more traditional and trusted way the BID operates is via analogue radio links providing round-the-clock communications between street wardens, entertainment venues, the City Watch CCTV control room and West Midlands Police. However digital the world becomes, no communications are as far-reaching and reliable as our analogue radio system, helping our pool of street wardens to keep Westside secure.

“The Westside wardens are always a great help to the Business. Over the years we have built a very good working relationship with the team and they are always available to support the Business when we need it most. They are a crucial element to the area, and we appreciate the work that they do”

-Steve Emmison Velvet Music rooms

“Policing is intrinsically linked to the work of the BID and we have an excellent relationship with all levels of the team. It is vital for people to feel safe and sound that we work alongside the security and ambassador team and there work is simply amazing and allows us to understand and target the deeper causes of issues such as drugs, aggressive begging and anti-social behaviour by building capacity around supporting the frontline interactions.

As the Superintendent I sit on the board of Westside BID and support the strategic direction of the BID and security across the area”.

–Superintendent Ian Green



WESTSIDE WELCOMES COMMONWEALTH GAMES 2022

The Westside BID is very excited to be welcoming the Commonwealth Games to the City. When they were held in Scotland in 2014, this saw more than 2.1 million visitors and 1 billion viewers from across the world. With such a large-scale sporting event taking place in Birmingham this encourages multiple benefits to the area including:

- Increased tourism.
- A rise in job opportunities.
- Further exposure of the Westside area.
- This brings unparalleled benefits to the area.

Birmingham city centre is already being refurbished in preparation for the event. One example is the extension of the West Midlands Metro tram service, making it easier for visitors to travel around the city, resulting in increased spends in the Westside area. The council has also invested money to provide 65,000 sq m of new and improved public spaces and 28 miles of enhanced walking and cycling routes. This all means the Commonwealth Games will be a brilliant platform to showcase the Westside area on the world stage.

At Westside, we will continue to invest in the area by enhancing our floral displays, decorative lighting, street cleaning, the Walk

of Stars and other marketing activity and promotional events. All this comes on top of ensuring the area remains safe and well connected. The BID will produce a detailed Westside Master plan to guide and support investment in the area, building on the games and their legacy. The BID goes above and beyond in ensuring that we will support our members during this exciting period by ensuring that we see growth and development, in all areas, reminding all visitors why Westside is the place to be in Birmingham.

As BID we are ideally positioned to capitalise on this opportunity, as Westside is fortunate enough to home over 110 bars, clubs, hotels, restaurants and leisure venues. This means the Commonwealth Games will stimulate revenue within our area, making it more profitable and hopefully leaving a lasting impression on visitors. It will make Westside an area they will return to, and show them why Birmingham is the second city to visit.

We are delighted to have the Commonwealth Games office based in the heart of Westside, on Broad Street. This is a great addition to the Westside district, and we are looking forward to building a working relationship with the office and to help us take full benefits from all the tourism the Commonwealth Games will bring to Birmingham.



MARKETING AVAILABLE TO OUR WESTSIDE MEMBERS

Here at Westside BID, we understand the importance of marketing and the positive impact this can have on our members' businesses. Therefore, we make it one of our priorities to explore all marketing opportunities to ensure we provide only the best for our members.

This is of great benefit to our members as it is a free marketing opportunity all year round. Members can contact the team directly and we will promote their events, special offers or opening hours – the options are endless.

Social Media: We realise that social media is a crucial marketing route that enables us to target huge mobile audiences. We therefore have a strong online presence on Twitter, Instagram, Facebook and LinkedIn which allows us to promote the area. At Westside, we have an experienced social media team that can utilise the platforms to engage with diverse audiences for the benefit of our members. We have regular scheduled posts which ensure that our content is frequently updated.

Westside World: We have recently launched the latest addition to our marketing package, the Westside World Magazine. This printed glossy magazine is a free opportunity for our members to showcase their recent achievements, stories of success or current promotional offers. Not everyone is on social media, so we have created this product to ensure that it caters for those individuals. Our dedicated team hand-delivers copies of Westside World to your business so you and all can read it at your leisure, or you can download it as a PDF file on your phone to read on the train back from work.

New Website: We are thrilled at the positive feedback our new and contemporary website has received. Working with the best web designers in the business, we have brought you a new website that is easy to navigate and an excellent platform for you to promote your presence as a business. This website is of great benefit to potential visitors to the Westside area as they can see the diverse range of activities and leisure events to attend.

To find out how your businesses can get involved with the Westside BID marketing activities contact:

Luisa Huggins: Luisa.huggins@westsidebid.co.uk

Elaine Weir: Elaine.weir@westsidebid.co.uk



Westside is an incredible and vibrant centre for businesses.

Without the BID this promotional work for your Business would not exist.



WESTSIDE VISION

Westside (along with the Ladywood residential area) was identified as a 'quarter' in the **Big City Plan** (published by BCC in July 2011). It was described as a diverse and vibrant part of the City Centre with numerous international-class visitor attractions. Investment in the ICC and Symphony Hall; Arena Birmingham, the Mailbox, the Repertory Theatre and National Sea Life Centre was highlighted, along with the substantial regeneration centred around a rejuvenated canal network.

Subsequently, BCC adopted the **Birmingham Development Plan** as the statutory planning framework for the whole city in January 2017. It sets out a vision and a strategy for the sustainable growth of the City for the period up to 2031.

The Birmingham Development Plan remains as the key land-use planning document governing the development of Westside, supported to some extent by the Big City Plan. It is used in determining planning applications and most private developers will refer to it, before considering making any meaningful investment in the area.

In terms of movement, connectivity, and accessibility, both the City Council and more recently the Mayor of the West Midlands / TfWM have a substantial impact on how Westside operates and may develop in the future.

BCC will introduce a **Clean Air Zone** from the 1 July 2020 that includes the BID area and will operate 24 hours a day, 365 days a year. Charges will be applied daily.

In January 2020, BCC produced a draft Birmingham Transport Plan 2031 for consultation. **The Birmingham Transport Plan 2031** describes what the City needs to do differently to meet the demands of the future.

Finally, BCC is also currently consulting on major enhancements to **City Centre Public Realm**. It is anticipated that around £25 million will be invested in these works over the next two years.



Impact on Westside

The Big City Plan has helped encourage and guide substantial investment in Westside over the last decade. The Library of Birmingham situated on the west side of Centenary Square opened on 3 September 2013 to replace the former Birmingham Central Library.

The Birmingham Development Plan reinforced the need for improved connectivity from the heart of the City Centre, along Broad Street to Five Ways and out to the leafy suburbs.

Centenary Square has been completely reconstructed in a comprehensive £40 million project and the new space incorporates trees / green spaces, water features and greatly improved lighting in addition to large areas of paving that are adaptable for use to host major events.

The Midland Metro is being extended from New Street station, past the Town Hall and Centenary Square, along the length of Broad Street to Hagley Road / Five Ways. This £149 million project will transform journey opportunities for Westside, giving links to key railway stations and the wider region.

Opportunities and challenges

Exciting times for Westside, our City and the wider region.

Birmingham will be at the centre of the world stage during the **2022 Commonwealth Games** and the City Centre will act as a gateway for many visiting our City for the first time.

Birmingham sits at the centre of the proposed **new national high-speed rail network - HS2**. A new, £492 million railway station will be built at Curzon Street.

There are, however, many challenges threatening the continued growth and success of Westside.

Nationally, the growth of online gambling and entertainment, retailing and provision of financial/commercial/legal services is a concern for all that own or work at our many businesses.

While we work collaboratively with the other City Centre BIDs, we have to continuously benchmark ourselves against their performance. Your BID Board engage proactively with other local partners but are mindful that we must constantly be vigilant - working together where it adds value but safeguarding the commercial interest of Westside at all times.



The Metro investment is welcome and will offer a step change in access to and through Westside. However, many workers, visitors, residents and those seeking leisure and entertainment will be looking to access Westside on foot, by bike, rail, bus, Taxi (including Private Hire and Uber) and some by private car.

Put bluntly, there is no overall strategic vision centered on Westside and how it will grow in a sustainable way going forward.

BCC has declared a **Climate Emergency** and your BID Board are aware of the potentially damaging effect on business of changes in weather patterns and other environmental challenges. A BID Masterplan can help identify and press for positive action - more street trees, rain gardens and other features that absorb rainfall and help minimise flooding, green walls and roofs, use of solar panels and Electric Vehicle charging points.

Improvements on Broad Street (delivered as part of the Metro extension) will help to rejuvenate the very tired public realm

on this key spine but do not address the very poor state that most streets, pavements and essential furniture (streetlighting, bins, signing, wayfinding and seating) are in. Around 80% of our public realm is made up of streets, pavements and squares and most of it across Westside is in a very poor state.

Broad Street can be reimagined and form a grand boulevard running as the key central spine through Westside, but connectivity and improved accessibility across and throughout the BID area is key. Information is key here and your BID Board are keen to examine how to ensure that Westside feels like a coherent ‘whole’ and in particular how we can help make it more legible.



Plan of action

Your BID Board has carefully considered the most effective way to set out and facilitate the delivery of the many changes needed to ensure the ongoing sustainable growth and development of Westside.

Quick wins

- 1. Respond positively to current BCC consultations on new transport policies and proposed public realm improvements
- 2. Commence detailed street scene audits, starting with Centenary Square to clearly identify opportunities for radical de-cluttering
- 3. Develop an up to date Interconnect map base for Westside with tear-off maps for businesses, especially visitor attractions and hotels

Medium term proposals

- 1. Devise, consult on and publish an ambitious 'Westside Masterplan' to inform, guide and facilitate development and placemaking
- 2. Install a comprehensive network of Interconnect totems throughout Westside as the key means of enhancing legibility and delivering world class wayfinding
- 3. Deliver a radical 'Places for People' programme, consistent with the Birmingham 2031 Transport Plan that prioritises people over private cars

Longer-term aspirations

- 1. A carbon-neutral Westside with exemplary access, connectivity and inclusivity.
- 2. All buildings to meet the highest environmental standards
- 3. Zero air pollution, minimal noise pollution and a vibrant eco-system based around extensive greenery and optimisation of water use and disposal

WEST MIDLANDS METRO TRAM EXTENSION ONTO WESTSIDE

There is ongoing work to extend the West Midlands metro through the City centre and across the wider region. The tram will run from New Street to Centenary Square, Broad Street, Five Ways, and Hagley Road. The projected completion date for the project will be 2021.

Whilst it has been a challenging period for businesses within the area, we cannot dismiss the fantastic opportunity this will bring to our area. Some of the many benefits this will bring are:

- Easier transport for commuters who work in the Westside area
- Increased footfall
- New spend from extra visitors
- Reduced air pollution from less traffic in the area
- Environmentally friendly vehicles
- More frequent services than buses.

This will benefit the Westside area because the transport service will bring more tourists, which means increased profits for local businesses, along with great brand exposure for our bars, clubs, restaurants, and hotels.

Whilst the redevelopments are happening, as a BID we aim to provide as much support to our members as possible. We will achieve this by posting your brand on social media to remind people that Westside is still open and ready for business and try to assist with any queries or concerns you may have. We are confident that once the development has been completed it will help to boost the area's profile and revenues due to the Metro taking more visitors into the heart of the Westside area.

Making Westside more accessible.



Photo taken by MMA



Photo taken by MMA

WESTSIDE'S MAIN ATTRACTIONS

Broad Street. This is Birmingham's dynamic entertainment destination offering everything from intimate Canalside bars, international club venues to comedy nights and a diverse selection of dining opportunities available. We are proud to be the home to some of Birmingham's most popular destinations, some of which include the Arena Birmingham, the ICC and Symphony Hall. The venues in Birmingham are rich in diversity by offering a variety of things to do for families or groups of friends over the evening.

Centenary Square. The Symphony Hall Birmingham is one of many celebrated venues within the area which welcomes over 450,000 people through their doors. The Symphony Hall's entrance area is currently benefiting from a £13.5m redevelopment, featuring a modern space with extra bars and additional performance spaces. The library of Birmingham is another popular destination within the Westside area which is described as the largest public library in the United Kingdom and the largest regional library in Europe. Baskerville house and Centenary square are also key businesses within centenary square making it a great destination for the Westside area.

Broadway Plaza. We are extremely pleased with the success of the newly refurbished cinema, Odeon Luxe which offers visitors a 5-star cinematic experience with recliner sofas and a variety of confectionery stands are available, as well as being home to one of only four in the UK Dolby Cinema screens, providing a cinema experience with superior sound, picture and environment.

Broadway plaza also prides itself on its exceptional fitness and leisure facilities, as well as offering a fantastic range of family activities including indoor rock-climbing, indoor bowling and also indoor golf. There's a great variety of entertainment and dining options making it a prime location for an evening in the city. With up to 3 hours free parking available and an onsite hotel, this makes Broadway Plaza an ideal place to Eat, Play and Relax.

Fiveways. Is another continuously developing area within the BID, which is home to some of Birmingham's most loved restaurants and night club destinations. They have a wide range of leisure facilities for all to enjoy, with their Euro car parks located by Broad Street.



Gas Street Basin. This is the heart of Britain’s canal network. Historically, Gas Street Basin was the meeting point of the Worcester and Birmingham canals and the Birmingham canal main line. For the first 30 years a solid bar – the Worcester bar – separated the two canals so that the Birmingham canal navigators would not lose water to the Worcester and Birmingham Canal. As for the name, its explanation is simple: Gas Street was the first street in the city to have gas lighting.

Roundhouse and Sheepcote Street. The Roundhouse is a landmark building at the heart of Birmingham’s canal network, which is a Grade II-listed building original constructed by the Corporation of Birmingham as a mineral and coal wharf in the 1870s and used for stabling and storage.

The Fiddle and Bone is a great venue with delicious home-cooked food, great entertainment, quality real ales and selected wines.

Along Sheepcote Street there is a great choice of community shops, floral displays (provided by the BID) and medical outlets. It’s a thriving community at the heart of Birmingham.

Brindley Place. Brindley Place is perfectly positioned next to the renowned Arena Birmingham and the Symphony Hall, making it an ideal place for a pre-concert meal and drinks. It is also well connected being just a 10-minute walk from New Street station and just off Broad Street.

For a family day out, we are the home to the world-renowned Sea Life Centre and Lego Land. These venues are ideal for a great day out with family and friends. There really is something here for everyone at Westside in Birmingham.

Brindley Place has so much to offer from the internationally renowned IKON art gallery to the Crescent Theatre, the UK’S leading amateur dramatic arts venue. This hosts a wide range of productions from classics to modern, thought-provoking performances.

The professional and financial sector is also well represented with firms such as RBS, NatWest, Deloittes, Unity First and Deutsche Bank, which has its trading floor, as well as sales, structuring and research operations based at Brindley Place.



MAP OF WESTSIDE BID

The edge of the boundary begins on the paradise circus Queensway (the side closest to Broad Street), heading down Suffolk street Queensway and just past the axis building.

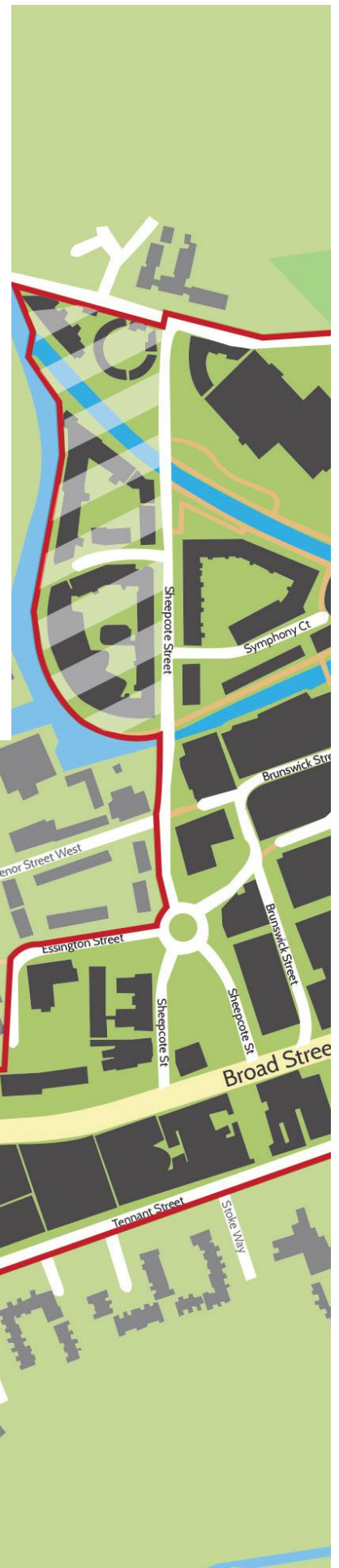
The boundary goes between the Mailbox and the Axis down towards the end of Holiday Passage. The boundary continues around the canal and crosses the bridge, following the canal route until Granville Street. Then go down Granville street, passing over the roundabout and continue. The boundary turns left at Tenant Street and continues until you get to Islington Row Middleway, where the boundary turns right up to Fiveways Island.

When at the roundabout, the boundary turns into the exit onto Hagley Road, then turns right onto Francis Road. The Boundary line incorporates the Broadway Plaza estate and returns to the Ladywood Middleway.

Travel back towards the roundabout, the border turns left down Friston Avenue, then turning right onto Ruston Street and onto Grosvenor Street West. The boundary then turns down the first right onto Ryland Street, continuing to the first left onto a passage which leads to Essington Street.

At the end of Essington Street, the line turns left onto Sheepcote Street where it continues up until the Canal bridge and then heads in a north-westerly direction along the canal until it meets the junction with St Vincent Street, turning right continuing along St Vincent street until the first roundabout where the Boundary line goes around the roundabout onto King Edwards road.

The Boundary line travels along King Edward's Road and turns left onto Edwards Street and then continues straight to Sand Pits. At Sand Pits, the Boundary line goes along the parade and it continues until it joins back up with Paradise Circus Queensway.





Roads included within the BID area:

- Gas Street
- Berkley Street
- Granville Street
- Holiday Street
- Bridge Street
- Holiday Passage
- Oozells Street
- Brunswick Sqaure
- Civic Close
- Louisa Street
- Scotland Street
- Helena Street
- Broad Street
- Upper William Street
- Sheepcote Street
- Cumberland Street
- Brunswick Street
- Tennant Street
- St Martins Street
- Islington Row
- Fiveways
- Hagley Road
- Ladywood Middledy way
- Friston Avenue
- Cambridge Street
- Francis road
- Kingston Row
- James Brindley Walk
- St Vincent Street
- King Edwards Road
- Brindley Drive
- Symphony ct.
- Brindley Place
- Ruston Street
- Edward Street
- Parade
- Bishop Gate Street
- Centenary Square
- Ryland Street
- Essington Street
- Grosvenor Street West
- Suffolk Street Queensway
- Paradise Circus Queensway
- Mailbox Square
- King Edwards Drive

HOW WILL THE BID BE FINANCED?

The principal source of funding is the annual BID levy which will be applied to all business ratepayers in the 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 28th July 2020 to 27th July 2025.

Pubs, bars, clubs, casinos outside of Brindley Place and Broadway Plaza – 2% of rateable value.

All other businesses including hotels, restaurants, leisure facilities, conference centres, offices, shops and public car parks – 1% of rateable value. All businesses in Brindley place and Broadway plaza to pay 1% this to reflect their estate charges and lower demand on the BID’s essential services. VAT will not be charged on the BID levy.

In all cases the following will apply:

- 1. **Business premises with rateable values below £10,000 will be exempt from the BID levy.**
- 2. **No relief is proposed for vacant premises.**
- 3. **The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%, subject to BID board approval. Those seeking annual relief must make applications to the board before any discount is given. No retrospective relief will be given.**

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 BID 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 £10,000 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.

The Westside BID continues to be operated by the dedicated BID company, Westside Partnership Limited, with a board of directors. Westside Partnership 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 and report on performance. To ensure the ongoing viability of the BID on a day-to-day basis, the BID general manager with his team will oversee the BID management. The general manager and team will be accountable to the BID membership.

Costs incurred in developing the BID proposals and associated logistics are met from the current BID levies (2015-2020) and there are currently no alterations to be made to the BID proposals.

Ballot arrangements

Westside BID is currently staffed with a General Manger with supporting staff. This will continue with the new five-year BID term.

1. All eligible businesses with a rateable value of £10,000 or more will be entitled to vote if they were listed as a non-domestic ratepayer within the proposed BID area on the date the notice of ballot is published.
2. In the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be liable for the BID levy and will be entitled to vote.
3. Each ratepayer entitled to vote will have one vote in respect of each property (hereditament). This means that some businesses will have more than one vote.
4. For Westside BID to succeed, the ballot must secure majority support (over 50%) of those who vote i) by number and ii) by rateable value.

Ballot papers will be dispatched Thursday 5 March 2020 and should be returned no later than Thursday 2nd April 2020.

Levy collection

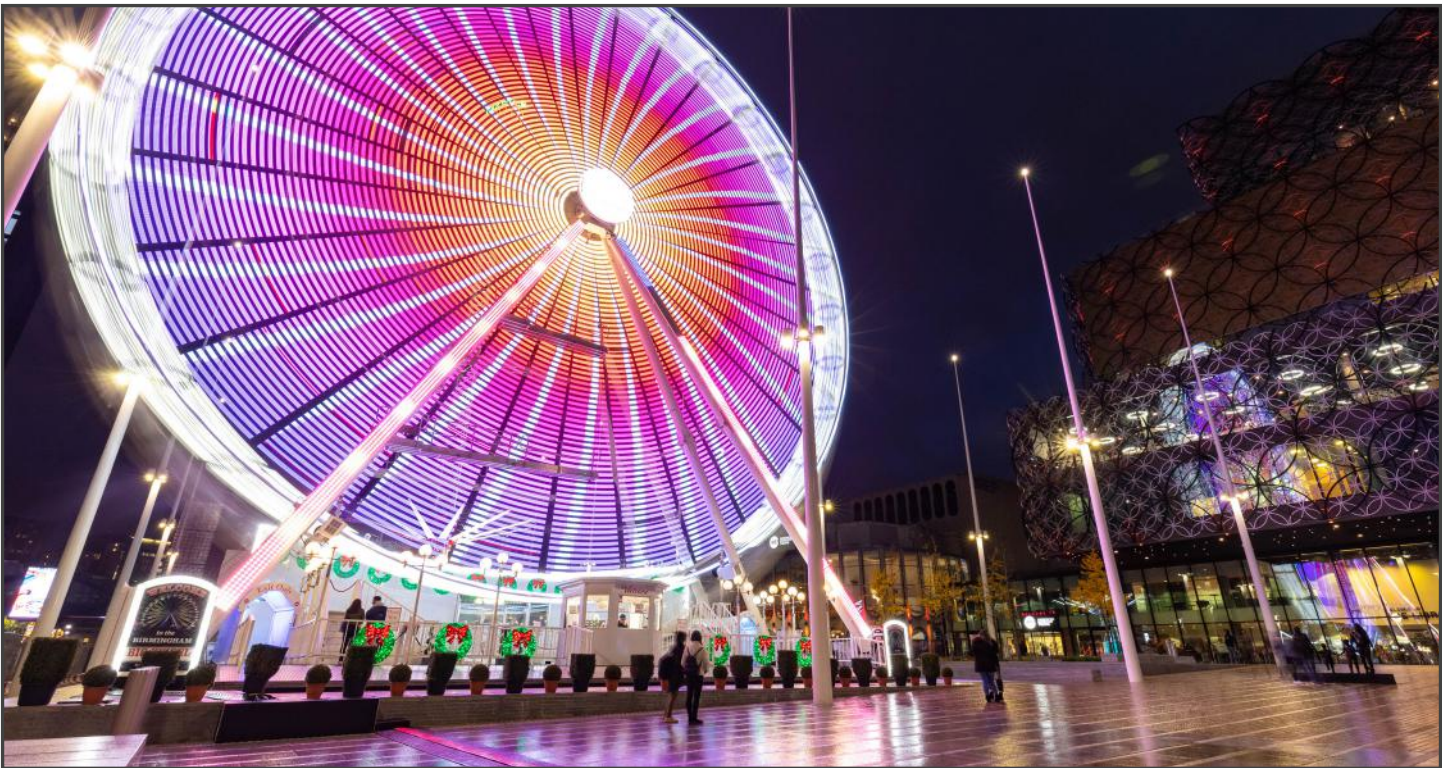
The BID levy will be invoiced annually to all liable businesses on or around 28th July each year of the five year BID term. The levy will be collected by Birmingham City Council and passed to the BID company.

Commencement date term

- The BID’s fourth term is due to commence on 28th July 2020. All plans proposed will be implemented on 29th July 2020
- Before this end date, the BID company will seek a further renewal of the BID and will seek a new mandate via a renewal ballot with eligible hereditaments.

Alteration of BID arrangements

- The BID area and BID levy (other than inflationary increases proposed) can only be altered via an alteration ballot or when a renewal ballot is held.
- BID projects, costs and timescales can be altered subject to the BID company’s board providing they fall within the resources available to the BID
- to the BID company’s board providing they fall within the resources available to the BID



WESTSIDE BUDGET FORECAST

	20/21 Budget	21/22 Budget	22/23 Budget	23/24 Budget	24/25 Budget
Income					
Income Billed	613,511.50	625,168.22	637,671.58	650,425.01	663,433.51
APPG for BID's Parliamentary Grant	500.00	500.00	500.00	500.00	500.00
Other Contributions	14,400.00	14,520.00	2,646.00	2,778.00	2,917.00
Total	628,411.50	640,188.22	640,817.58	653,703.01	666,850.51

Expenditure

Marketing and Communications					
Core Promotions/PR/Networking	20,000.00	21,000.00	22,050.00	23,150.00	24,300.00
Street Scene Artistic Enhancements	22,250.00	22,362.00	23,480.00	24,655.00	25,150.00
Westside Charitable Endeavour (WCE)	6,500.00	6,750.00	7,000.00	7,250.00	7,500.00
Non-Core Promotions/PR/Events	5,000.00	5,250.00	5,512.00	5,790.00	6,080.00
Social Media/Website	14,750.00	15,490.00	16,250.00	17,065.00	17,920.00
General Spend	4,750.00	4,990.00	5,240.00	5,500.00	5,775.00
Events	16,500.00	17,325.00	18,195.00	19,105.00	20,060.00

Safety & Customer Services					
Street Wardens and Ambassadors	190,000.00	193,800.00	197,700.00	201,655.00	205,690.00
Radio Link	18,500.00	18,870.00	19,250.00	19,635.00	20,030.00

Environmental Enhancements					
Area Lighting	10,000.00	10,200.00	10,405.00	10,615.00	10,830.00
Floral Displays	21,500.00	21,930.00	22,370.00	22,820.00	23,275.00
Street Cleaning	31,500.00	32,130.00	32,775.00	33,430.00	34,100.00
Supplementary Work	4,850.00	4,950.00	5,050.00	5,151.00	5,255.00

Management					
Westside Management Team	135,000.00	137,700.00	140,455.00	143,265.00	146,130.00
Office Accommodation	22,500.00	22,950.00	23,410.00	23,880.00	24,360.00
Administration	27,000.00	27,540.00	28,090.00	28,652.00	29,225.00

Professional Costs					
Insurance	9,500.00	9,690.00	9,885.00	10,085.00	10,290.00
Accounts & Audit	17,500.00	17,850.00	18,210.00	18,575.00	18,947.00
Legal (Provision)	12,000.00	12,240.00	12,485.00	12,735.00	12,990.00
Surveys / Reports	15,000.00	15,300.00	15,610.00	15,925.00	16,245.00
Total Expenditure (£)	604,600.00	618,317.00	633,422.00	648,938.00	664,152.00

BOARD OF DIRECTORS



Dipesh Mistry



Amy Langham



Supt. Ian Green



Gerald Manton



Mark Holbeche



Matthew Symes



Johnathan Codona



Samantha Dunion



Steve Evans



Waseem Zaffar



John McDermott



Joanne Hanley



Sir Albert Bore



Saqib Bhatti

ALTERNATE DIRECTORS



Rai Singh



David Humphries



Allan Boyle

THE WESTSIDE BID TEAM



Mike Olley, General Manager
mike.olley@westsidebid.co.uk

Website:
www.westsidebid.co.uk

General Email:
info@westsidebid.co.uk

Office Telephone:
0121 439 1923

Find us online:



@westsidebid



@westsidebid



@westsidebid



Elaine Weir, Business Liaison Manager
elaine.weir@westsidebid.co.uk



Luisa Huggins, Operations Manager
luisa.huggins@westsidebid.co.uk



Nasim Akhtar, Office Manager
nasim.akhtar@westsidebid.co.uk



WEST SIDE
BIRMINGHAM



Westside BID
Quayside Tower,
252-260 Broad Street,
Birmingham,
B1 2HF

@westsidebid
www.westsidebid.co.uk