



## **SOHO ROAD BUSINESS IMPROVEMENT DISTRICT (BID) CIC**

### **Statutory Explanatory Notes**

**APRIL 2018 – APRIL 2019**

#### **What is the Soho Road BID?**

The Soho Road Business Improvement District (BID) is a precisely defined geographical area where businesses have voted (in accordance with the Local Government Act, Business Improvement Districts (England) Regulations, 2004), to invest collectively in local improvements to enhance their trading environment.

The BID formally commenced on 1st April 2014 for a five year period following a ballot of eligible businesses in the town centre. Further information can be found at [www.sohoroadbid.org](http://www.sohoroadbid.org).

The Soho Road BID is one of eleven BIDs in Birmingham, including Westside (Broad Street), Retail Birmingham, Colmore Business District, Southside, Acocks Green, Northfield, Erdington and Kings Heath, Jewellery Quarter and Sutton Coldfield.

#### **What will the Soho Road BID do?**

The Soho Road BID provides a range of new or additional services and projects designed to improve the business environment. Details of the BID's activities are set out in the approved BID Proposal document available on [www.sohoroadbid.org](http://www.sohoroadbid.org).

Over the last 12 months April 2017 - March 2018, the BID aims to improve the economic viability and vitality of Soho Road BID CIC Area for all who work, live or visit through an effective public, private and voluntary sector partnership.

#### **YOU ASKED WE DID**

##### **Improve the management of the BID:**

- New management board put in place February 2017
- New BID Manager employed in May 2017
- Increased number of board director places from 7 to 12
- Improved demographic and geographical makeup of the BID Management Board
- Mandy Platt joins the BID Board Local Policing Chief Inspector, BW NPU
- Development of partnership between ourselves and Birmingham City Council
- Introduction of Levy Payer meetings
- Introduction of office open days
- Developed an 18 month action plan to develop the BID themes leading up to the re-ballot
- AGM programmed in for 2018

##### **Improve green areas and cleanliness of the BID**

- Installation of 65 new bins
- Installation of 100 new planters
- Installation of 7 new improved benches in key areas
- Large scale clean up took place in September 2017 and another one programmed in for Feb 2018
- Improved street cleaning in partnership with Birmingham City Council
- Improved cleansing of BID car parks
- Improved cycle parking installed
- Improved signage directing people to the BID Car Parks has been installed
- Working with the NHS service to remove bushes being used to conceal ASB on the NHS site carpark

- Improved working partnership with AMEY leading to the development of a long term program of street furniture improvements including painting all furniture under the ownership of AMEY within the BID area and improved methods of fault reporting

### **Improve police presence and reduce ASB and crime within the BID area**

- Regular joint operational days with the Local Neighbourhood Policing Teams and Parking Enforcement
- Mandy Platt joins the BID Board Local Policing Chief Inspector, BW NPU
- Removal of 23 benches in issue areas of the BID area removing ASB and Street Drinking within these areas
- Design-Out Crime team have visited 18 businesses so far within the BID area that have been victim of more than one crime within the last 20 months. All businesses have been given advice to better secure their premises
- Introduction of a new digital radio system improving business connectivity
- Installation of improved lighting within Waverhill car park
- Crime and Community Liaison Ambassador started 1<sup>st</sup> November three days a week to fully develop the Crime and Community Strand of the Soho Road BID action plan
- Introduction of a Business Crime Reduction Partnership
- Collaborative partnership agreement made with RISC Associates Ltd, a leading regional security and risk management training organisation and consultancy, to provide both BID staff and businesses with free retail loss prevention awareness and personal safety awareness training.
- Supported Birmingham City Council in the removal of the Public Toilets within the BID area
- Improvements made to 10 BT Phone boxes including: fixing the phones, removal of doors, removal of advertising & complete replacement of the phone boxes via partnership with the police design out crime team and BT
- Improved Job descriptions and uniforms for Ambassadors. Ambassadors being mentored by local policing team & booked to go on accredited training program to work towards the Community Safety Accreditation Scheme

### **Improve visibility and reputation of the BID area**

- Massive developments with Social Media, our Facebook page has increased from 1142 likes in May 2017 to 3310 Likes on 1<sup>st</sup> Jan 2018 that's a massive 2168 people in just 8 months and growing every week.
- Delivered a regionally renowned Diwali event with over 20,000 over the day
- Working with police and cultural services to develop a plan to bring the Blue Box back into use a community events space
- Development of a regionally renowned annual event attracting in excess of 20,000 people to the area
- Developed the winter lighting program to remove lighting spirals and include 126 full motif lighting columns
- Installation of the very first ever Christmas Tree on Soho Road
- Community magazine produced and delivered to 15,000 local people in September 2017 promoting and providing information on the BID area. 3 More magazines are in development for 2018 giving us access to in excess of 60,000 households over the year

### **Improved funding for Soho Road BID Projects**

- Awards For All Application granted to pay for the development of the Soho Life Magazine and £4000 towards In Bloom activities within the BID area totalling £10,000 extra funding
- Gained £60,000 S106 funding from Birmingham City Council to pay for Public Realm Improvements
- Development of stronger relationships with Birmingham Community Safety Partnership, The Office of the West Midlands Police & Crime Commissioner, The West Midlands Combined Authority and the Birmingham & Solihull Local Enterprise Partnership

### **On top of the day to day projects delivered by the BID team we also intend to deliver the following over the next 12 months from April 2018 – March 2019**

- Deliver a number of consultation events to work with Levy Payers to develop a strategy for the BID between 2019-2024 leading to the Re-Ballot in Oct 2018

- Further develop the Business Crime Reduction Partnership
- Deliver a successful Soho Road In Bloom campaign 2018
- Deliver and develop 3 editions of the successful Soho Life Magazines
- Work towards delivering and developing the Soho Road BID Action Plan
- Develop the Diwali event to better promote the Soho Road BID area
- Deliver the Blue Box community project

### **How will the Soho Road BID be funded?**

The BID's activities will principally be funded via a **BID levy** charge of 2.16% of rateable value (at 2010 values) as at 1<sup>st</sup> January 2018 with a 3% annual inflationary factor for all businesses above £10,000 rateable value. For all businesses with a rateable value of £10,000 or below the rate is £200. This charge is payable by business ratepayers and is collected by Birmingham City Council on behalf of the Soho Road Business Improvement District (BID) at zero cost to the BID.

The funds will then be passed to **Soho Road Business Improvement District (BID) CIC**, a private sector led 'not for profit' community interest company, to invest on behalf of the business community, in line with the approved BID Proposal.

The estimated total revenue to be raised from the BID levy in **2018/19** is £166,000, the period covered is April 2018 - March 2019. The board will work hard throughout the remainder of the BID's term, to secure further funding from other partners, including matched funding and grants.

### **How will the Soho Road Business Improvement District (BID) be delivered?**

The BID's activities will be delivered by, **Soho Road Business Improvement District (BID) CIC** with a Board of Directors directly accountable to the BID levy payers.

The **BID Manager**, will be responsible for directing all projects and services and representing the District for the benefit of levy payers.

### **How has the BID levy liability been calculated?**

1. **General:** The Local Government Act 2003 enables the local authority to issue a demand for a BID Levy. The BID Levy is collected by the Council and held in a separate account for the exclusive use of the BID. The liable person to pay the BID Levy is the ratepayer liable for non-domestic rates in respect of the Hereditament.
2. **Non-Domestic Rate Payers:** The BID Levy will be applied to all non-domestic ratepayers with Hereditaments in the BID Area in the 2010 rating list issued by the Valuation Officer Agency.
3. **Chargeable Period:** The chargeable period will be the BID Term namely a period of five (5) years from 1st April 2014 to 31st March 2019
4. **Percentage Levy**
  - a. A 2% BID Levy will be applied to rateable values listed in the 2010 Local Non-domestic Rating List as at the 1st April 2014 (The levy is adjusted annually for inflation). No subsequent adjustments will be made to levy charges for outstanding proposals not reflected in the rating list as at 1 April 2014
  - b. All businesses will be liable to pay the BID Levy
  - c. There will be no VAT charged on the BID Levy
  - d. No BID Levy relief will be given regarding a void/unoccupied or derelict premises (hereditament).
  - e. Where there is no existing occupational lease, the liability for payment of the BID Levy will fall to the property owner until a new lease is confirmed
  - f. There will be no reduction for charity shops within the BID area all businesses are liable for the BID levy

- g. The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the Non Domestic Rates Regulations 1989 made under the Local Government Finance Act 1988
5. **Administration and Collection:** The Council will be responsible for the imposition, administration, collection and recovery of the BID Levy.
6. **Removal of Hereditament:** If a Hereditament is removed from the rating list for the financial year period, the BID Levy will be calculated by the Council on the basis of a daily BID Levy liability up to the date the Hereditament was removed.
7. **New Hereditaments:**
  - a. If there are any new Hereditaments in the BID Area raised following the Operational Date the occupiers will be liable to pay a BID Levy based on the new rateable value applying to such Hereditaments. Where a new assessment is brought into the rating list, the BID Levy will apply from the effective date as shown in the rating list.
  - b. New Hereditaments which are identified in the Financial Year listed in the New Hereditaments Table will have a BID Levy based on the Rating Value Date applicable to such Financial Year in the New Hereditaments Table based on the 2010 rating list.
8. **Merging or Splitting of a Hereditament:** Where a Hereditament is split or merged, the BID Levy shall be made on the revised entries. If the Hereditament is split or merged under the 2010 rating list those rateable values will be used in the calculation. However, if the Hereditament is split or merged only under the 2017 rating list, the BID Levy will be based on that list.
9. **Payment Date:** The BID Levy is a daily charge based on rateable value. It is to be paid in full in advance, the first payment date being 1st April 2018. For the purposes of the BID Arrangements, a financial year is a period 365 days (366 in a leap year) – 1st April to 31st March inclusive. Adjustments will be made for changes in occupation and revised bills issued. The BID Levy for each individual ratepayer is to be calculated by multiplying its rateable value by the relevant percentage and apportioned dependent on the days liable.
10. **Recovery:** The non-payment of the BID Levy will be effectively pursued by the Council using all practical available enforcement options. This will include: the preparation, issuing and serving of summonses; the use of bailiffs; committal action and insolvency proceedings. All of these actions may incur additional costs for which the BID Levy Payer will be liable.

#### **What is the duration of the Soho Road Business Improvement District (BID) CIC?**

The BID arrangements commenced on 1<sup>st</sup> April 2014 and will operate for five years until 31<sup>st</sup> March 2019. There will be a ballot for the renewal of the BID, to be held in Oct 2018.

#### **Enquiries about payments and accounts can be made by contacting:**

Birmingham City Council Revenues  
PO Box 5 Birmingham B4 7AB.  
Telephone: 0121 303 5509  
Email: [business\\_rates@birmingham.gov.uk](mailto:business_rates@birmingham.gov.uk)

#### **Enquiries about the Soho Road Business Improvement District (BID) CIC and its services can be made by contacting:-**

Miss Diane Mansell Soho Road BID Manager  
Address: 144A Soho Road, Handsworth, Birmingham, B21 9LN Phone: 0121 554 6967  
Mobile: 07377711349  
Email: [BIDManager@sohoroadbid.org](mailto:BIDManager@sohoroadbid.org)

If for any reason you cannot contact Birmingham City Council re: payments and accounts for any reason please contact the BID on the above details and we will do our best to resolve your issue.