

# Business Plan

2019 | 2024

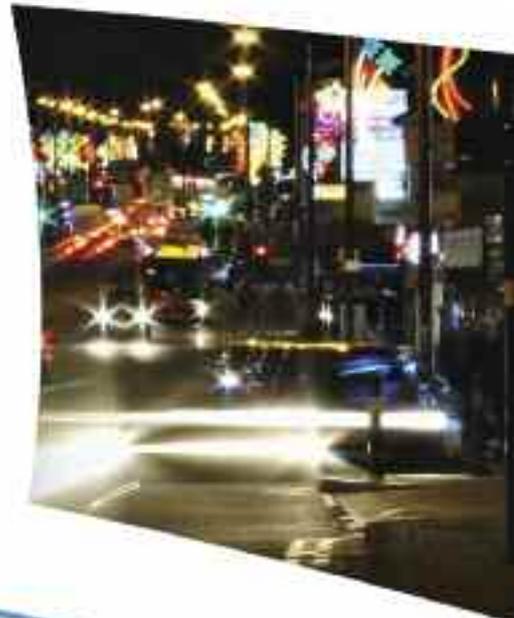
Soho Road Business Improvement  
District Community Interest Company



## soho road

BUSINESS IMPROVEMENT DISTRICT

HOLYHEAD ROAD - SOHO ROAD - SOHO HILL



Better **BID** Brighter *future*



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# Chairman Introduction



## Foreword

I am delighted to introduce the Soho Road BID Business Plan for 2019-2024. The plan sets out our themed projects and the objectives that lie behind them to allow us to achieve success. The five themes and objectives have been designed as a direct result of business consultation undertaken in Winter 2016 and 2017, 1-2-1 business meetings, levy payers meetings and finally multiple days of consultation which took place in June 2018. You will see that the Soho Road BID Board Directors have listened intently to local business' views and have taken these on board when designing the projects we intend to deliver. The BID board are all Soho Road BID area businesses/organisations and are also extremely passionate about our BID area.

For our new term the BID intends to include all of Soho Hill and Holyhead Road businesses into the BID area. This will mean everyone is now included and working towards the same goals. The BID area will encompass 715 businesses/organisations which are a wonderfully diverse mix of independent traders surrounding a few National Anchor stores. This gives the Soho Road BID area a perfect shopping experience for all visitors to our internationally renowned town centre.

We know from our consultation that YOU, our businesses, are looking for increased support around Business Crime related issues and have asked for improved 7 day a week presence on the street from our Ambassador Service, improved Business Crime Reduction Partnership activities, participation in BETWATCH and improved connections with the Local Neighbourhood Police Team which is exactly what we intend to offer.

The BID is dedicating extra time and energy to further develop our mailing lists, social media platforms and the BID's informative new website to keep your business up to date. Ensuring we provide you with the most reliable and up to date information about our plans and progress.



### Bob Balu

Soho Road BID Chairman

Over the last 16 months we have made dramatic improvements to the environment of the area and intend to continue to do so through the "Soho Road In Bloom" campaign, with the LEP masterplan scheme and supporting regeneration of Bill House on Soho Hill.

But for us to give you everything you have asked for it is of great importance for the businesses to support Soho Road BID for another five years and **VOTE YES** when the ballot paper arrives on your doormat on the 28th September 2018.

It's exciting times for the Soho Road BID area and we have so many wonderful projects planned for the next five years.

**Please take a look**  
at our innovative and progressive  
Business Plan for 2019-2024.



# BID's Explained

## Frequently Asked Questions

Business Improvement Districts (BID'S) are business led partnerships which are created through a ballot process to deliver additional services to local businesses.

They can be a powerful tool for directly involving local businesses in local activities and allow the business community and local authorities to work together to improve the local trading environment.

### What is a **Business Improvement District?**

A **Business Improvement District** is a defined geographical area in which a small levy is charged on all liable parties for business rates in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.

There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by local authorities. Improvements may include, but are not limited to, extra safety/security, cleansing and environmental measures.

### Purpose of the **BID?**

**BIDs** are business led and business funded organisations formed to improve the commercial wellbeing of a specified geographical area. The projects carried out by a BID must be beyond the statutory responsibility of the local authority and the police.

BIDs are legally established having been voted for by the majority of businesses in the defined geographical area. BIDs operate upto a five year term and thus after this cycle, a vote is required for a BID to continue.

Soho Road BID was established in 2014 and is currently operating within its first term. This proposal is to establish Soho Road BID for a second term to operate from 1st April 2019 until 31st March 2024.

The BID proposer is Soho Road Business Improvement District Community Interest Company (CIC).

### Renewal **Ballot?**

The term '**Renewal**' means replacement of the existing BID at the end of its current term March 2019 with new BID Arrangements covering the same or an extended area and subject to the rules and arrangements described herein.



## BID's Explained

continued

### The Ballot

Businesses that are subject to the levy, as set out in the proposals, vote in a confidential postal ballot managed by the local authority on behalf of the BID. This determines whether the scheme goes ahead.

A successful vote is one that has a simple majority both in votes cast and in rateable value of votes cast. Each business entitled to vote in a Business Improvement District ballot is allowed one vote in respect of each property occupied or (if unoccupied) owned by them in the geographical area of the Business Improvement District.

Once the Business Improvement District is in operation the levy is charged on all businesses within the Business Improvement District area (regardless of whether or how that business voted in the ballot).

### How long will a Business Improvement District last?

Soho Road BID Chairman

The maximum period that a Business Improvement District levy can be charged is for 5 years.

Once the term is completed the Business Improvement District will automatically cease. If the Business Improvement District Company wants to continue its activities it must hold a new ballot.

### Who manages the Business Improvement District?

The Business Improvement District is managed by **Soho Road BID** which is a Community Interest Company (CIC) led by a representative board of businesses and stakeholders.

The Business Improvement District body is responsible for developing and implementing the proposal based on business feedback which sets out how the Business Improvement District will operate.

The local authority will manage billing and the collection of the levy on behalf of the BID and will hold the levy in a ring-fenced revenue account, which is transferred to the BID on a regular basis.



# Evolution of the Soho Road BID

## What Soho Road BID has delivered so far?

Over the past 5 years the **BID** has delivered some notable success stories:

- Introduced a 5 day a week Ambassador Programme.
- Business Crime Reduction Partnership and BETWATCH have been introduced.
- Worked with National Business Crime Solutions to influence national business crime strategy regarding independent retailers.
- Offered FREE training, advice and work experience placements through an innovative partnerships with RISC Associates LTD and Mercury Training Services Ltd.
- Delivered a retail Radio Link scheme.
- Successfully delivered a number of Action days and evenings themed around Anti-Social Behaviour and vulnerability
- Development of stronger relationships as the direct liaison with Birmingham City Council, Birmingham Community Safety Partnership, The Office of the West Midlands Police & Crime Commissioner, The West Midlands Combined Authority, Transport for West Midlands and the Birmingham & Solihull Local Enterprise Partnership and many more to ensure the businesses voice is heard.
- Installed 65 new bins, 7 new benches, 120 new planters, new cycle parking, better lighting in Waverhill Car Park, car park signage via a partnership with Birmingham City Council utilising S106 funding.
- Development of a regionally renowned annual Diwali event attracting in excess of 20,000 people to the area annually and reaching a further 250,000 people via social media.
- Delivery of a Winter Festive Lighting program to install over 126 full motif lighting columns from October to January and a Christmas Tree in December.
- Delivered successful community events including the very first Christmas Lights Switch on, I Love Soho Road Day and Permission to Smile community networking event.
- Delivery of Soho Life Magazine to over 80,000 local residents by October 2018.
- Have a BID manager that offers support and gives the businesses a strong voice within the strategic partnerships in which the BID sits.
- Expanded and improved cleaning of streets, car parks and introduced two large scale clean ups per year improving the environment.
- Worked with Local Neighbourhood Policing Teams and Parking Enforcement to deliver regular joint operational days.
- Introduced a very successful Soho Road In Bloom campaign.
- Entered Great British High Street Rising Star awards for the first time.
- Won a Community Inspiration Award 2018 for Business and Enterprise.
- Granted £10,000 Awards For All grant funding for the development of Soho Life and Soho Road In Bloom.
- Full deep clean of all BID Pavements in the BID area in term 1.
- Delivered a consultation for a bollard scheme on Soho Road.

*"We are very satisfied with the level of care and professional service you are providing. Thank you for your excellent service throughout the past years."*

**Owner Renju Abraham from Heavenly Touch**



*"Soho Road BID are doing a fantastic job keeping the area clean and Blooming with the flowers, also just having their presence in the area makes the trouble causers to stay away including the shoplifters. Soho Road BID Fantastic Work Keep It Up! Bringing the Community Together."*

**Owner Jhura Khanum from Deu-Chemist LTD**



# Evolution of the Soho Road BID

continued

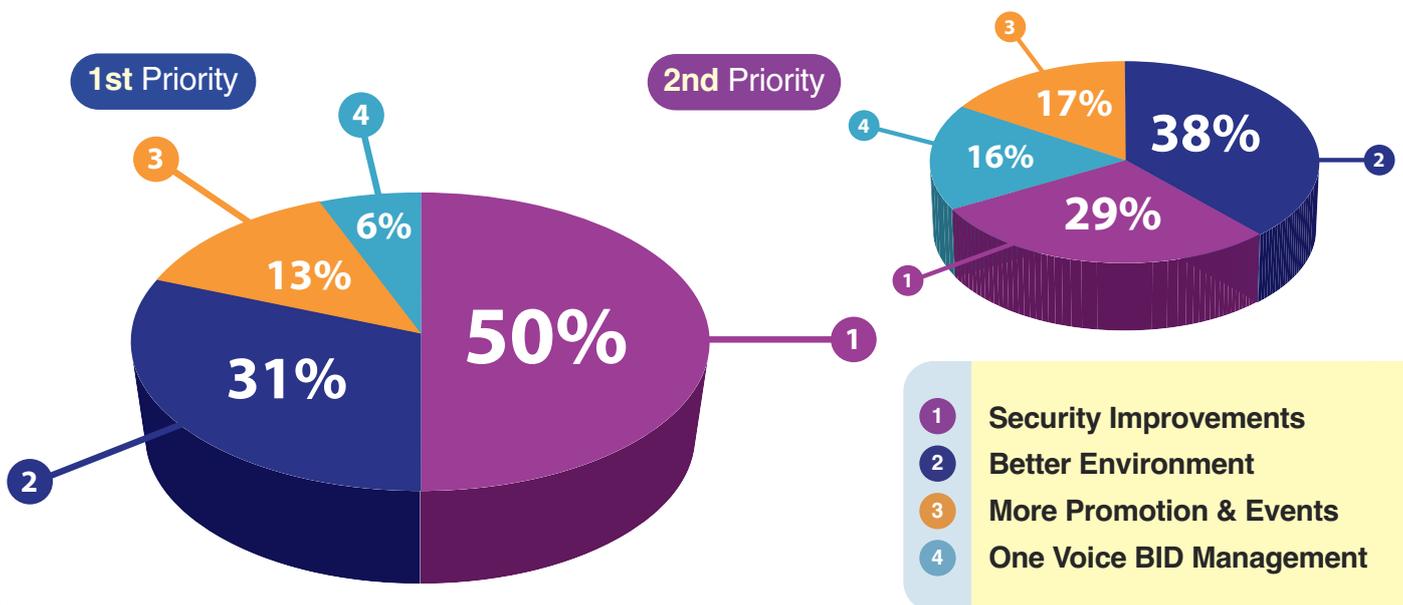
## Key Facts

- Over 6,000 followers on our Social Media platforms inc Facebook, Twitter, Instagram and Snapchat
- 20,000 attend our annual Diwali event.
- 120 floral enhancements installed in Town Centre with over 11,000 plants planted annually.
- Over 4,000 hours of Ambassador Patrols in the town centre in the last year alone.
- 80,000 Soho Life Magazines delivered in the last 14 months.
- We are the biggest independently run BID in the country.
  - > 94% Independent.
  - > 6% Nationals.
- The first ethnic minority BID in the country with over 185 different languages spoken.

## The consultation process

Soho Road BID have been consulting businesses within the BID area since October 2017 as part of its process of developing our business plan for term 2 from 2019-2024. Businesses had the opportunity to take part in the consultation via the following methods: Priorities survey (October/November 2017), 1-2-1 business meetings October 2017 - July 2018, Levy Payers meetings, open evenings, social media and finally via a number of days of consultation which took place in June 2018. The priorities that businesses said were important to them will underpin the activities and projects proposed for the next BID Business Plan 2019-2024. All BID Businesses were invited to participate in the consultation process. 184 businesses (representative 26% of all BID businesses) responded via the priorities survey and consultation days. In addition many businesses provided informal verbal feedback, and this was also taken into consideration when creating the business plan for BID2.

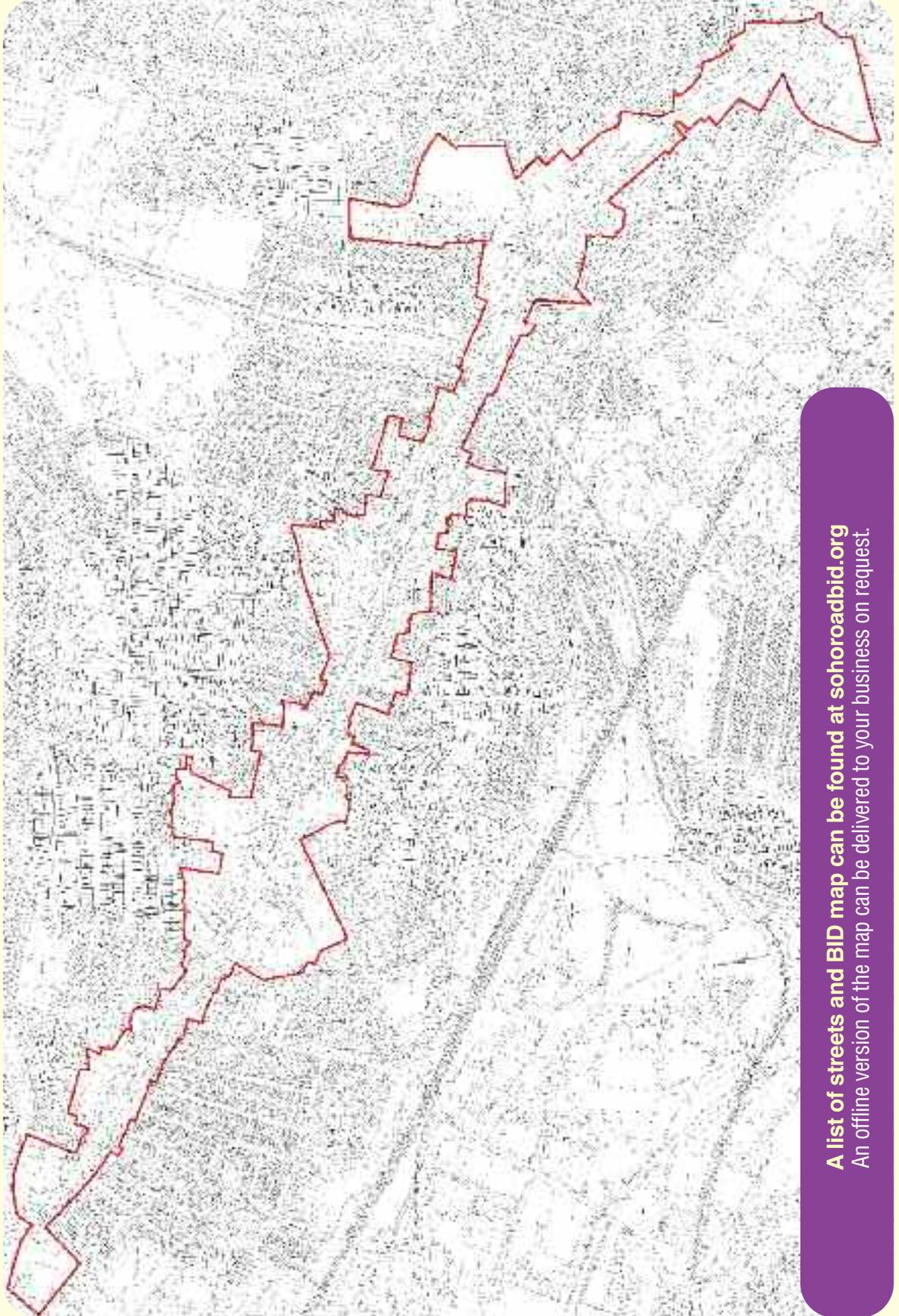
The following graphic illustrates the four categories businesses were asked to consider as their highest priorities. **The results are shown below...**



# BID Boundary

## Soho Road BID Boundary Map

Number of Hereditaments: **715**



**A list of streets and BID map can be found at [sohoroadbid.org](http://sohoroadbid.org)**  
An offline version of the map can be delivered to your business on request.



# BID Boundary

continued



## List of streets within **BID** Area

- Alfred Road
  - Austin Road
  - Babington Road
  - Baker Street
  - Barn Lane
  - Belgrave Terrace
  - Booth Street
  - Clarence Road
  - Crescent Avenue
  - Crocketts Road
  - Farcroft avenue
  - Green Lane
  - Grove Lane
  - Golds Hill Road
  - Hamstead Road
  - Hockley Circus
  - Holliday Road
  - Holyhead Road
- Holyhead Way
  - Ivy Road
  - Linwood Road
  - Louise Road
  - Malvern Road
  - Milestone Lane
  - Murdock Road
  - Naden Road
  - Near Hockley Circus
  - Nineveh Road
  - Oaklands Road
  - Park Avenue
  - Piers Road
  - Queens Head Road
  - Rookery Road
  - Rose Hill Road
  - Sandwell Road
  - Soho Avenue
- Soho Hill
  - Soho Road
  - South Road
  - Stafford Road
  - Station Road
  - St James Road
  - St Micheals Road
  - Terrace Road
  - The Crescent
  - Thornhill Road
  - Union Row
  - Villa Road
  - Wattville Road
  - Waverhill Road
  - Whitehall Road
  - Whitmore Street
  - Woodland Road
  - Wretham Road

## How was the **BID** boundary decided?

The geographical boundary for the Soho Road BID has been designated using the natural boundary of what local people think of as the town centre. All the businesses that fall within the area have the same objectives and goals for the future of the area. Using this reasoned justification all the businesses on Holyhead Road, Soho Road and Soho Hill have been included, businesses on side roads bordering onto the main shopping have also been included to make sure the natural demarcation lines of the centre are included and everyone benefits from the services the BID are delivering.

## Can I still be involved if my **business falls outside** of the BID Boundary?

If you would like to be part of Soho Road BID but your business is not within the boundary you can apply to be a voluntary member of the BID. Applications will be considered on merit based on the benefit to both the applicant and existing members.

# What the **BID Team** will deliver in **Term 2**

The **Soho Road BID** CIC's classification is a Town Centre BID.

During the consultation the businesses identified five themes that are important to them these are:

- **Business Related Crime and Wider Community Safety**
- **Environment**
- **Promoting Soho Road BID area**
- **One Voice BID Management**
- **Regeneration**

Over the next five years we will build on our strong working relationships with Birmingham City Council, West Midlands Police, West Midlands Fire Service, Local Enterprise Partnership, Amey, Birmingham Community Safety Partnership, Transport for West Midlands, West Midlands Combined Authority and a host of other partners who are beneficial to the economic regeneration and a stronger and safer community.

*“Soho Businesses Improvement District are working in line with businesses in and around Handsworth and are very helpful. Communication and security is quite good and regularly checking on us and making sure that the area is clean. We are very happy as a business to have you guys especially Paul, Diane, Rakesh and Bal.”*

**Adam from KFC Handsworth**



*“We really appreciate the work of Soho Road BID. They really are helpful in all sorts of matters. We are really glad that they are working in protecting and improving businesses.”*

**Jorawar Kakad from Jacobs Law**



## What the **BID Team** will deliver in Term 2 continued

### Objectives and BID projects

## Business Related Crime and Wider Community Safety



To establish a safe and secure town centre environment for all who use it and for all business and property owners within it.

**First Priority** of the businesses consulted put **Business and Community Safety** as their top priority.

### Our Key Commitments

- Ambassador program – Expanding to three full time and 1 part time Ambassador providing where possible a full 7 day a week cover using experienced staff dedicated to reducing crime and Anti-Social Behaviour, helping visitors and supporting businesses within Soho Road BID Area. The aim of the team is to ensure a safe, welcoming and informed experience for visitors to our town centre. The Ambassador program works alongside the local police team to provide a reassuring presence within the area.
- Each business will be provided with a named Ambassador contact that will visit them at least once a month or on request to check up on general wellbeing and be a future point of contact.
- To further embed the role of the Business Related Crime and Community Liaison Ambassador with key partner agencies to develop projects and initiatives to improve town centre safety.
- Further development of the Business Crime Reduction Partnership working with the Police, Fire Service, betting, financial banking and retail establishments, Job Centre Plus, Safer Neighbourhood Partnership, Birmingham City Council, Neighbourhood Watch and educational establishments.
- Monthly Action evenings - Partner Patrols focusing on key themes such as sex working, rough sleeping, begging and drug use.
- Community Outreach Support Pilot – mobilising local community Street Watch members to monitor, engage and support vulnerable members of our community.
- Supporting the evening economy through the consideration of applying for Purple Flag Status (Safer Night Time Economy Accreditation).
- Deliver a Retail Radio Scheme – sector specific retail and BETWATCH radios linking to the BID Ambassador's team dedicated to combating crime within the town centre.
- Delivery of an alternative giving campaign to tackle rough sleeping and begging.



*“Having BID Ambassadors has improved my security in my shop twofold. They are always at hand to be a deterrent to would be shoplifters, and their visible presence is well noted. The radio scheme is essential to the security of Soho Road and we have found it very positive.”*

**Manager from Holland and Barrett**

# What the **BID Team** will deliver in **Term 2**

## Environmental Improvements

To establish and maintain a high quality, attractive environment for all who visit, work or live in the Soho Road BID area.

Businesses **second priority** was **environmental improvements**.



### Our Key Commitments

- Cleansing – Soho Road BID will co-ordinate and work alongside businesses, the community and partner agencies such as Birmingham City Council to tackle fly tipping, graffiti and illegal fly posting that leads to a negative impression of the town centre shopping area.
- Provide hot washes once every 8 weeks in the centre to reduce ingrained dirt and the build-up of detritus.
- Heart Of England In Bloom - Building on the success of In Bloom 2018 the BID in partnership with other key stakeholders will enter Heart of England in Bloom. We intend to use the In Bloom techniques and ethos to improve the street scene, focusing especially on the town centre access points. To sit alongside some of Soho Road BID's most unique buildings the town will be filled with beautiful floral displays. Soho Road BID will assist to improve the general experience and ambience of the town centre and is dedicated to making the area a place where people want to dwell for longer. By creating an attractive backdrop to the bustling array of independent traders we are dedicated to ensuring that Soho Road BID area is inviting to visitors from across the world and is a place local people and businesses can be proud of.

*"We 100% support the Soho Road BID and Soho Road looks nice with flowers and looks more clean and tidy Great Job!"*

**Owner of Wah Wah Mirchi and Freezeland Asia**



*"Soho Road BID is a good organisation that is doing lots of work for businesses on Soho Road and Holyhead Road. As they are doing good job for cleaning sides they put new bins and put flower pots on the sides of the road. Also security jobs they personally come to the shops and ask everybody about their problems and try to sort them out. The best thing they do is a big event every year all communities come together and enjoy the day."*

**Kulwant Singh Kooner from Bill Media Enterprises**

*"I used to live in Handsworth until a couple of years ago, I moved out because the area became messy, loads of litter and inconsiderate parking. However when I came back today I saw a big difference along the Soho Road. The area is now much cleaner and there are less cars parked on pavements. Also, the planters are a great idea and the flowers will really brighten up the Soho Road. I'm so pleased the situation has improved and I'm happy Soho Road BID has made this happen. I hope the BID continues to maintain this in the future."*

**Jaswinder Singh Dhillon Town Centre Shopper**





## What the **BID Team** will deliver in Term 2 continued

### Promoting Soho Road BID Area

**Promoting Soho Road BID:** to market and promote the BID area to shoppers, visitors and potential investors, developing a shared positive image.

**Third priority** of businesses was **promotion of the area** to bring in increased footfall.



#### Our Key Commitments

- Winter Festive Lighting – dedicated lighting programme to light the town from October through till January each year from Hockley Fly Over to Island Road Junction of Holyhead Road.
- BID Website – Providing a useful resource for businesses and visitors to find out about the BID and the area.
- Social Media Presence – providing marketing promotion for the businesses and a useful resource and contact point for information for visitors.
  - > 6,000 strong social media presence.
  - > 40,000 post engagements per month raising to 250,000 interactions during the month of Diwali.
- Creating the B21 Wedding Central brand.
  - > Rebranding the BID area working with New Bingley Hall and all the businesses associated with the wedding industry to provide everything you need for a unique, bespoke, tailored and ultimate wedding experience.
- Development of the Handsworth Hero's Awards Scheme – working with sponsors and grant funders to develop and deliver the Handsworth Hero's awards. Promoting and rewarding hard working businesses, community groups and residents that work tirelessly to make Handsworth a better place to live.
- Events and Promotions – the BID will host and support events throughout the year such as Christmas, Diwali, Eid, Vaisakhi, school summer holiday program and the development of a food festival/ night market. These events will help to raise the profile and promote Soho Road BID area and increase footfall into the Town.
- Perception Surveys to be done yearly with businesses and the wider community – surveys will be carried out to find out what perceptions are held about our town centre. This information will give us valuable information and details so we can guide future campaigns and programs to improve the visitor experience of the Soho Road BID area it will also give us invaluable information when filling out grant funding applications.
- Soho Life Magazine – the Soho Life magazine will go out to 60,000 local residents per year. The magazine gives us the opportunity to promote the town centre campaigns, showcase the locations of all businesses within the BID area and gives BID levy payers reduced advertising costs for local businesses.

*“As a new and inexperienced business we were not sure how we could get our name out, however Di gave us some brilliant advice on local events and how we could participate in the events and get our name out to the community. We were given a tent at the Diwali roadshow which was extremely useful in getting to know the beautiful area and local residents.”*

Sam from **Kumon**



# What the **BID Team** will deliver in **Term 2**

## One Voice BID Management

BID Management: to develop the BID to enable it to deliver and support a range of projects to improve the vitality and viability of the Soho Road BID area.

Your **fourth priority** was to give businesses **one voice**

### Our Key Commitments

- Communication – Regular weekly WhatsApp broadcast group messages, monthly update emails and daily Social Media updates making sure Levy Payers feel informed of up and coming activities, projects and events.
- Consultation – The Board commit to deliver one open office day per month, three Levy Payer meetings per year, annual review, publication of the annual accounts on our website, published action point board minutes and an annual AGM giving Levy Payers the chance to get involved in the direction of the BID.
- Networking – regular networking events such as BID Levy meetings, open days and women's coffee mornings to support and encourage businesses to get involved in the BID services.
- Business advice, Support and Training – advice and support will be offered. Links to peninsula, Use-it, Risk Associates and Mercury Training Service Ltd.
- Point of Contact – providing the BID manager who will be a point of contact for businesses help and advice and who will arrange engagement with key stakeholders such as Birmingham City Council, Birmingham and Solihull Local Enterprise Partnership, Travel for West Midlands, Combined Authority, Birmingham Chamber of Commerce and many others.
- Creation of a BID Youth Forum to advise, influence and engage with the wider BID board and management team relating to issues affecting young people.
- Gain and maintain British BID's accreditation – Review of the BID management procedures and performance.



*"We are pleased to have the opportunity to commend Ms. Diane Mansell for her actions and support to date. During the bin strike she represented our views to the council which resulted in intervention to mitigate the detrimental effects. We are also grateful for her advice and guidance in making representations to the council which resulted in painted H road markings at the drop kerb in front of our carpark entrance to deter parking which would otherwise result in denial of access and/or prevention of exit caused by 'fly-parking'."*

**Owner from City Estates**

*"We support Soho Road BID 100% we have been here 9 months they have helped us on a lot of matters, without Soho Road BID we would be Lost."*

**Franchisee of Amjed Hussain from Chaiiwala**





## What the **BID Team** will deliver in Term 2 continued

### Regeneration

Regeneration: to support a thriving Soho Road BID area and stimulate regeneration in the BID area by encouraging greater development and investment into the town centre.

#### Our Key Commitments

- Support the development of Bill House regeneration site on Soho Hill.
- Gain government funding to deliver a Masterplan for the area working alongside the West Midlands Combined Authority, Birmingham City Council Highways department, The Local Enterprise Partnership and other stakeholders to:
  - > Improve the Traffic Regulation Order to look at on street parking, junction timings, ease congestion and reduce travel times.
  - > Look at public transport with better links and wayfinding to the metro stations, public transport locations and design to reduce Anti-Social Behaviour and increase usage and footfall in the town centre.
  - > Reducing pavement parking.
- Ensuring developments within the area are conducive to community cohesion and economic growth in such a super-diverse town centre.
- Celebrate the rich heritage of the area as being the heart of the Industrial Revolution.
- Creating a more sustainable town centre for the future of the area.



#### Statement from Transport for West Midlands

We fully support the Soho Road BID and will work with the BID Management team and our partners in the West Midlands Bus Alliance to:

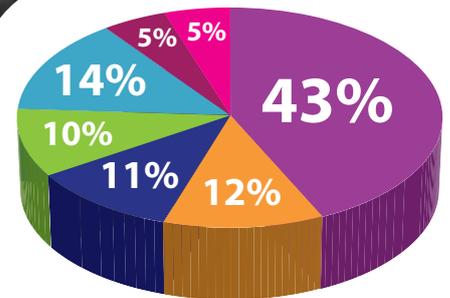
- Improve bus emission standards, as part of our ongoing commitment to reducing pollution.
- Make bus travel more attractive and pleasant by making people feel safe to travel.
- Make bus journeys better value.
- Tackle congestion and speed up bus journeys through the right selective priority measures which make public transport a reliable choice for all.
- Shape the bus network to improve inclusive economic growth, making sure it serves future job, retail and leisure opportunities.
- Getting this right is an important part of our quest for inclusive growth in the Soho Road BID and Birmingham.



*"I myself and my husband have lived in Handsworth for 35 years and also owns a business on Holyhead Road for over 45 years. Since the BID has come enforce and also Diane in the team I have noticed that there have been some improvements made, for example removal of graffiti from premises etc. Yes there is still more to be done but we can tell that is what the Soho Road BID Team is working towards and we are pleased to see those changes in the making. It also must be taken into account that we too need to do our part. The messages we receive is a helping hand and shows that we are updated in all sorts of forms. This is what we needed to see and experience now its time for the new generation to keep this moving. It must be taken into account, without Soho Road BID what improvements would have been made? How would our business stand without the support of the BID and the other Businesses?"*

**Dr Saroj Duggal, Dr Dharam Duggal from Crownsway Insurance Brokers Limited**

# The BID Budget



## Indicative Spending

Levy	Spend %	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
<b>Budget Area</b>		<b>£237,055.00</b>	<b>£244,317.00</b>	<b>£251,646.51</b>	<b>£259,195.90</b>	<b>£266,971.78</b>	<b>£1,259,186.19</b>
<b>Business Crime Reduction Partnership</b>	<b>43%</b>	£101,074.00	£104,256.60	£107,384.30	£110,605.83	£113,924.00	£537,244.73
<b>Events and Marketing</b>	<b>12%</b>	£27,708.00	£28,539.22	£29,395.39	£30,277.26	£31,185.57	£147,105.44
<b>Environment</b>	<b>11%</b>	£26,318.00	£27,107.52	£27,920.74	£28,758.37	£29,621.12	£139,725.75
<b>Lighting</b>	<b>10%</b>	£25,123.00	£25,876.69	£26,652.99	£27,452.58	£28,276.16	£133,381.42
<b>Management and Office</b>	<b>14%</b>	£33,112.00	£34,105.33	£35,128.49	£36,182.35	£37,267.82	£175,795.99
<b>Contingency</b>	<b>5%</b>	£11,860.00	£12,215.79	£12,582.26	£12,959.73	£13,348.52	£62,966.31
<b>Bad Debt Provision</b>	<b>5%</b>	£11,860.00	£12,215.85	£12,582.33	£12,959.80	£13,348.59	£62,966.56
<b>TOTAL</b>	<b>100%</b>	<b>£237,055.00</b>	<b>£244,317.00</b>	<b>£251,646.51</b>	<b>£259,195.90</b>	<b>£266,971.78</b>	<b>£1,259,186.19</b>

5% contingency for bad debt provision has been included in the BID Budget  
5% contingency/reserves as recommended in the National BID Criteria



# The BID Rules



## 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 transfers the amount collected over to the BID Company for the exclusive use of the BID. The liable person to pay the BID Levy is the liable party for non-domestic rates in respect of the Hereditament.

**2. Liable Party for Non-Domestic Rates:** The BID Levy will be applied to all parties liable for non-domestic rates with Hereditaments in the BID Area in the 2017 rating list issued by the Valuation Officer Agency on 6/4/2017. All businesses with a rateable value of less than £10,000 will pay a £200 levy, all other businesses pay 2% of their rateable value in levy with a maximum levy cap of £5,000 per year.

No account will be recalculated due to subsequent new valuation lists provided by Valuation Office Agency. Except for premises added as per new hereditaments rules in section 8 below.

**3. BID Term:** The BID Term will be for a period of five (5) years from 1st April 2019 to 31st March 2024

### 4. Percentage Levy.

- a. A 2% BID Levy will be applied to rateable values listed in the Non-domestic Rating List as at the 6 April 2017. The levy will be applied from the 1st April 2019 and be adjusted annually from 1st April 2020 with a 3% inflation rate.
- b. All businesses will be liable to pay the BID Levy. Businesses with a rateable value of less than £10,000 will pay a £200 levy, all other businesses will pay 2% of their rateable value in levy each year during the BID term with a maximum levy of £5,000 per year.
- 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 hereditament owner until a new lease is confirmed.
- f. The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%, for Non-Domestic Rates Mandatory Charitable Relief, with a minimum payment of £200.
- 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. The BID will not be charged for collection by Birmingham City Council.

**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:** 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 applicable 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 in the applicable rating 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 2019. 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 summons; the use of bailiffs; committal action and insolvency proceedings. All of these actions may incur additional costs for which the BID Liable party will be liable.

# The BID Rules



## Management

The BID Board formed by representative businesses will be responsible for ensuring suitable staffing of the BID and will appoint appropriate resources – either in house or outsourced as required during the term of the BID. All resourcing decisions will be ratified through the BID Board.

## Legal Agreements

An Operating Agreement will be signed with Birmingham City Council to provide a clear understanding of baseline and operating services provided by Birmingham City Council, allowing Soho Road BID to provide services above and beyond those currently provided by the council. This will also include contractual arrangements for the collection and enforcement of the BID Levy. Draft agreements for 2019-2024 can be found on our website.

The BID's finances will be independently audited and reviewed each year and will be presented at the AGM to which all BID members will be invited.

The Soho Road BID Levy will raise £1,261,000 to be spent exclusively in the BID area over its five year term. Where possible, Soho Road BID will work with partners and stakeholders to supplement its annual income. Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly.

- The budget has been based on an estimated collection rate of 95%.
- The Levy collection charge is covered by Birmingham City Council as part of our operating agreement.
- BID Managers salary will be split four ways across Business Crime Reduction Partnership, Events and Marketing, Environment and Management and Office costs.
- Company costs also include office accommodation, legal, accountancy costs and other costs associated with running the BID.
- The budget must remain flexible to allow for changes within the BID area that may arise from time to time and with specific reference to any revaluation of rateable values.
- The BID's finances will be independently audited and reviewed each year and will be presented at the AGM to which all BID members will be invited.
- It is important that the activities of the BID represent additional value above and beyond public services already provided by Birmingham City Council. To that end Soho Road BID will be entering into a baseline agreement with the council to clearly define the levels of service that can be expected from Birmingham City Council.
- BID directors work on a voluntary basis and do not get paid for their time.
- Governing documents will be uploaded to our web page.

## Variations Policy

The hereditaments to be included in the BID area may change due to alterations in Birmingham City Councils Rating list.

Any alterations to BID delivery and/or budget variations will be ratified by the BID Board. Any variation to the percentage theme allocation beyond 15% of the whole will be subject to an EGM.

BID arrangements may be altered without an alteration ballot as long as there is no proposal to alter:

- Geographical area of the BID
- The % of BID Levy applied

## Collection of the BID Levy

These arrangements are governed and administered within the guidelines set out in the BID (England) Regulations 2004. Birmingham City Council will be responsible for collecting the BID Levy on behalf of Soho Road BID.

The Levy will be collected in one instalment on 1st April each year. The money will be paid into a separate account solely for the purpose of Soho Road BID. The money will then be transferred across to the BID to spend in line with the business plan.

Further details visit: [Sohoroadbid.org](http://Sohoroadbid.org)



# The Company



## Organisation Management Chart

### THE BOARD

#### Board Members



### Co-Opted Board Members with no voting rights

Local Authority Representative: **Councillor Lal**  
 Police Representative: **Chief Inspector Sarah Tambling**

- The shadow BID board will be re-appointed at the first AGM after Renewal.
- Board Members are appointed through an application process (details on [Sohoroadbid.org](http://Sohoroadbid.org)). Selection is made taking into account geographical, sector and skills gaps on the board making sure all businesses have a voice.
- The Chair Person of the BID must always be from a private sector business.
- All Liable Parties for the BID Levy will automatically become a BID member.
- Members have voting rights at the annual AGM.



# What Happens Next



## Operating Agreements

Operating Agreement with Local Authority is currently in draft and available for inspection on [www.sohoroadbid.org](http://www.sohoroadbid.org)

Baseline for cleansing is in place with the Local Authority and can be viewed on [www.sohoroadbid.org](http://www.sohoroadbid.org)  
Memorandum of Understanding for Highways can also be viewed on [www.sohoroadbid.org](http://www.sohoroadbid.org)

## The Ballot

### Ballot Timetable - Key Dates



Notification of Ballot to the Secretary of State: 7th March 2018

Notification from the BID Proposer to the billing authority requesting the ballot to be held: 24th May 2018

#### Date for distribution of Ballot Papers

28 September - 25th October Ballot Period (28 Day Ballot Period)

25 October Last Day of Ballot

26 October Ballot result announcement.

This will be announced on the day via email distribution list, WhatsApp broadcast group, social media and then followed up by letters sent to each Liable party for the levy on the Monday after announcement.

**1st April 2019 will be the first day of the new 5 year BID Term.**

**Vote YES ✓ for a better BID and Brighter Future for the Soho Road BID area!**

## Achieving the YES Vote

In order to continue for a further five years, Soho Road BID must receive a yes vote from a majority of businesses voting in the ballot, both by number and by the rateable value those businesses represent.

The ballot will be a confidential postal ballot of all the hereditaments on the rating list at the time the Notice of Ballot is issued. Birmingham City Council will be responsible for managing and co-ordinating the ballot to ensure it is carried out fairly and not influenced by the BID. Birmingham City Council has appointed ERS an independent company to deliver the ballot on their behalf the BID papers will be delivered by ERS.

**The ballot will run from the 28th September 2018 until 5pm on the 25th October 2018.**

A voting paper will be sent to you for each business unit that you own or occupy that falls within the geographic area of the BID. Where a business has more than one rateable business unit with a rateable value, it will receive a ballot paper for each individual unit. Each paper counts as one vote and it is therefore important that every voting paper is completed and returned.

# What would you lose if the **BID** does not continue for **5 more years**



1. The potential to invest a further £1,259,186.19 million from the BID levy for the benefit of our local economy over the next 5 years on projects and services.
2. Without the investment made in Soho Road BID area the competitive advantage over other town centre would be lost.
3. Loss of a dedicated BID Manager listening, supporting and advising traders with all your queries and concerns.
4. Loss of the Ambassador Service.
5. Streamlined and facilitated access to Local Police teams and specialist departments in West Midlands Police making them put Soho Road BID area as a top policing priority.
6. Loss of Business Related Crime and Community Liaison Ambassador running the Business Crime Reduction Partnership or BETWATCH.
7. Loss of the Winter Lighting Program – Soho Road town centre wouldn't be the same without the winter lighting program. All the winter lighting program including the Christmas tree would cease to exist if the BID closes.
8. Loss of an identified voice for all business – there would be no organisation representing the needs of Soho Road BID area or a collective voice to lobby the local authorities and combined authority on the commercial wellbeing of the town centre.
9. Soho Road In Bloom would cease to exist leading to a less beautiful and vibrant town centre and all 120 baskets would have to be removed.
10. Removal of extra Street Cleaning Services – The BID team works closely with Birmingham City Council and other local partners to introduce regular hot washing of the town centre, increased cleaning, better waste management and improved graffiti services. If the BID was to go all of this would simply stop immediately as it is above and beyond the local authority statutory obligations.
11. The dedicated Soho Road BID website, social media, Soho Life Community Magazine and business updates showcasing everything Soho Road BID Area has to offer would cease.
12. Loss of dedicated events such as Diwali Mela, Christmas and community networking, training and skills development raising the profile and awareness of the centre across the country and internationally.



UNDER THE SUN

UNDER THE SUN OUR SHADOWS POINT IN THE SAME DIRECTION

UNDER THE SUN

It's time to vote **yes!**



...plus many others!

Remember on the **28 September** your **ballot paper** will arrive.



Vote **yes** for...

- More ambassadors on a seven day a week service
- Improved levels of cleaning
- Continued publicity of Soho Road BID area and its businesses
- Extended Festive Lighting, Christmas Tree and the "In Bloom" campaign
- Continued hosting of Birmingham premier Diwali Mela event on Soho Road
- Continued voice for Soho Road BID area

## Soho Road BID CIC

Please feel free to contact us should you wish to discuss any aspect of the survey findings and many thanks to those businesses that took the time to help shape the **BID Business plan**.



### Diane Mansell

BID Manager Soho Road BID CIC

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Better **BID** Brighter *future*