

Making it happen



sutton coldfield
town centre bid – making it happen

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Sutton Coldfield Town Centre BID **Renewal Business Plan**







Welcome

It is nearly five years since Sutton Coldfield Town Centre approved its first Business Improvement District. So much has happened since then I thought it worthwhile briefly summarising the real improvements that have been made – some of which are more immediately noticeable than others.



Above: John E. Cutler, Chairman.

What we have achieved so far

During its first five years, the BID – with your help – has funded and delivered a range of highly visible projects across the town centre: enhanced Christmas lights, deep cleaning of high traffic paved areas, regular sweeping of public car parks, and floral displays. Each of these projects are for the benefit of every business in the town centre, their staff, and their customers.

The BID has also delivered a range of less ‘visible’ but equally important projects which reflect the specific business issues in the town centre, including:

- On-street parking on Birmingham Road to assist retailers who were losing custom and working with

the council to re-sign all of the car parks throughout the town centre

- Funding of three fibre broadband cabinets in recognition that town centre businesses must have access to leading technology to stay competitive. This project is of particular relevance to our professional and office-based business community which we very much want to see grow to increase the occupation of office premises in the town centre
- In conjunction with Greater Birmingham Chamber Group, Sutton Coldfield Chamber of Commerce has commenced operations, bringing a proper membership organisation focused specifically on the needs of Sutton Coldfield businesses

“...they funded faster broadband in the town centre. This was critical to Adkins Medical Research. If we didn't have the BID we would have struggled to obtain this.

Jack Adkins, Managing Director, The Adkins Research Group



On-street parking on Birmingham Road to assist retailers.

In our first five years, we have also developed a range of projects to promote and market our town centre and the great businesses we have:

- Sutton Coldfield Restaurant Quarter features the sixteen restaurants in our town centre and promotes and differentiates them in a very competitive market
- Sutton Nightlife promotes our great pubs and clubs
- The development of the town centre evening and night time experience by way of benchmarking against the nationally recognised Purple Flag standard. This has

Left to right: Jack Adkins of The Adkins Research Group, Sutton BID Manager Mike Bushell and Ian Binks of BT Openreach.





guided us to introduce initiatives that have made the town centre a safer, more friendly place

- The development of Rewards In, an advanced town centre community loyalty and rewards scheme using both membership cards and an app to help attract new and retain existing customers across our diverse retail offering
- In conjunction with partners developed the Sutton Owlfield brand that brought the Big Hoot to the town centre along with increased numbers of visitors throughout Summer 2015

What is happening in our town centre?

Sutton Coldfield Town Centre BID has taken the leading role in promoting the interests of all of our businesses, including fighting to ensure that public car parks remain. We do however live in interesting times! The assumption that town centres should be run as they had been for decades no longer stands up to scrutiny. Local authorities, and in particular Birmingham City Council, are not in any position to deliver the wide range of services it may have delivered in the past, and as yet we are unclear as to the scope of the new Sutton Coldfield Town Council.



Above: Members of the public curiously acknowledge the arrival of the Big Hoot



Above: Venue managers from the proposed Purple Flag zone show off one of the Nightlife campaign posters. Right: Branding used to help raise the profile of The Restaurant Quarter, Nightlife scheme and the annual Expo.



“ We really appreciated all of the support we received from SCTC BID during our recent launch in the Restaurant Quarter. The PR, marketing and advertising support from the BID team was invaluable.

**Kevin Bolton, General Manager
Brewhouse & Kitchen**





During the development of this business plan, the purchase of the Red Rose Centre by Birmingham City Council was announced. We see this as very positive news as it could well be the first stage, albeit of a long process, to regenerate an important area of the town centre.

What is the BID looking to do in the future?

The original vision of the BID was:

“To enhance Sutton Coldfield Town Centre as a place where people want to shop, live, work, and relax by promoting a high quality, diverse and welcoming environment which is customer focussed and investment friendly.”

We think the projects that the BID has already delivered have gone a long way towards achieving that aim.



However, in our next term we want to make Sutton Coldfield Town Centre more attractive to new businesses and investors alike, and an even better place to work and socialise ensuring the businesses we already have look at us as a long term commitment. This will require continuation and in some case expansion of the current initiatives during the next five-year term, such as:

- Launching a business development programme which will support new businesses coming to the town centre, as well as work with existing businesses to help them move to the next stage of their growth plans
- Further enhancing the Rewards In scheme by installing an electronic kiosk to provide information about all the great offers in the town to the whole community
- Expanding the Christmas Lights and launch activities to attract even more visitors to our town centre

What can you – the BID Levy payer – do to help?

The changes that we’ve made over the past five years have only been possible with your help. If we are to maintain this momentum and move the town centre forward, we need you, as a BID levy payer, to do two things:

1
Vote YES when you receive your ballot paper to ensure the Sutton Coldfield Town Centre BID can continue its work.

2
Work with us to make this future a reality. Our BID has been fortunate to have excellent board members with wide ranging experience and a diverse skill base who are really committed to the vision of improving our town centre. However we are always looking for people who want to make a positive difference.

Our first BID term has been hugely successful, but our work has only just started. The renewal ballot is your opportunity to ensure it continues for the collective good of all the businesses, their staff, and visitors to our town centre.




**Red Rose
Centre**


Sutton Coldfield
Library

select

www.selectfashion.co.uk



from £9.99

national express West Midlands

Sutton Coldfield
Erdington
Birmingham
via Expressway
every 7 mins



The changing business environment in Sutton Coldfield Town Centre



Left: The Red Rose Centre.

Sutton Coldfield Town Centre sits in the middle of a rapidly changing business environment, with big name retailers coming to the town centre (Top Shop, Lakeland, Fat Face, Swarovski) along with exciting new eating and drinking venues (Quinto Lounge, Brewhouse & Kitchen). Within easy travelling from the town centre we will at last see Mere Green redeveloped and of course we now have Grand Central at New Street Station and Resorts World at the NEC.

There are other changes too. Sutton Coldfield Town Centre does not exist in a vacuum; it is an important component in the regional economy and so has to reflect the changes across the region and how these may affect both the district and the

town. There is good news around the corner! HSBC is bringing its retail banking division to Birmingham city centre which will likely increase interest in living in the town; Jaguar Land Rover is going from strength to strength and during the next BID term we will see work begin on HS2 and the potential for people looking to move into the area.

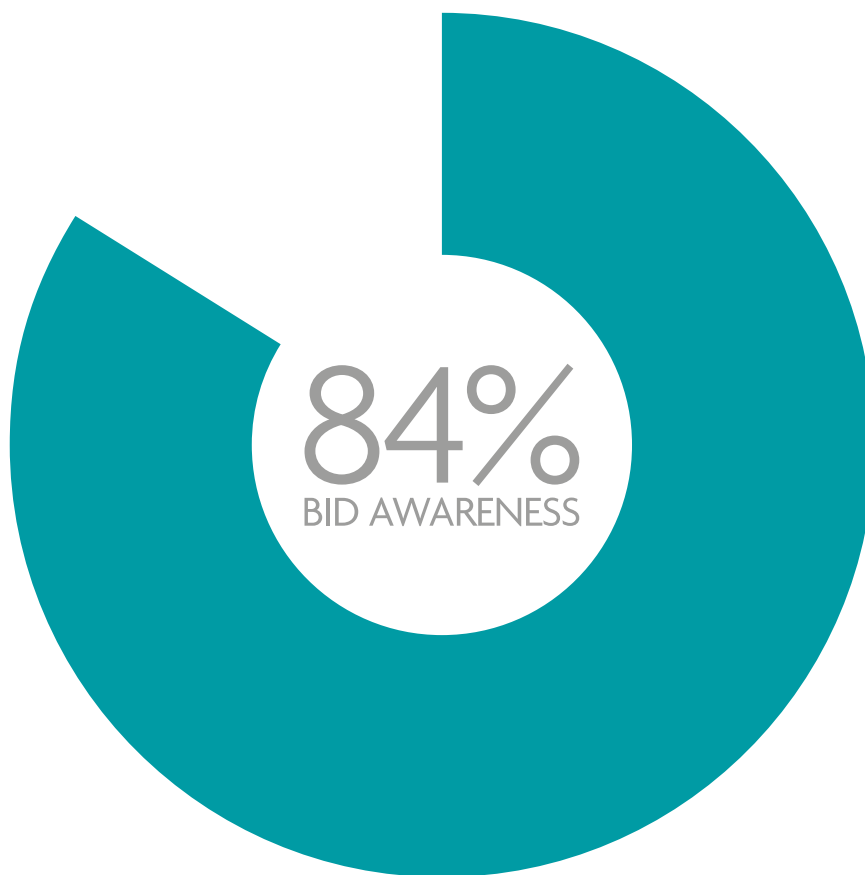
Exciting local news is that Birmingham City Council has recently bought the Red Rose Centre which whilst housing important businesses for our town centre together with the library and Victoria Road multi-storey car park, the centre has generally had the appearance of being neglected for many years.

“...ultimately, the CCTV improvements have enabled and supported prevention and detection of better levels of community safety.

**Brandon Langley, Crime and Local Policing Superintendent
West Midlands Police**

Research

In developing its business plan, the BID has conducted research with levy payers, specifically a mid-term review (with a sample of 106 levy paying respondents) and pre-ballot research using on-line surveys and face-to-face meetings.



The key findings were:

Awareness of the BID

The majority of businesses (84%) are aware of the BID, Christmas lights have the greatest awareness (81% definitely seen), followed by hanging baskets (69%)

Specific BID initiatives

Overall, the level of visitor/shopper support and the local environment receive the most favourable ratings from businesses.

Comparison with baseline results shows that all broad town centre factors are rated significantly higher than before the BID existed suggesting that overall, businesses are happier with their working environment and the help/support they receive from the BID team.



Safety is not a concern during the day or early evening, but just under one quarter of businesses claim not to feel safe in the town centre later in the evening.

Town centre environment

Businesses are most satisfied with the cleanliness of shop/building exteriors.

Litter picking and street cleanliness are also rated highly, suggesting all aspects of outdoor aesthetics are being recognised and well received.

The area businesses are least satisfied with is street repairs.

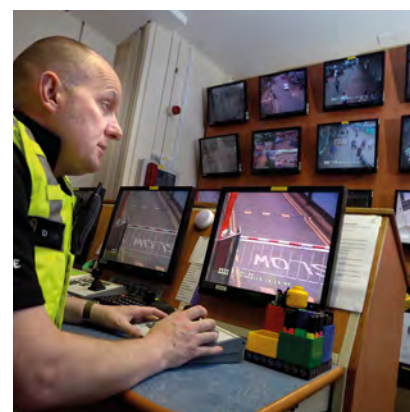
Business support and facilities

There is good appreciation for the crime reduction initiatives that have been implemented.

Businesses were less impressed with the opportunities for networking within the business community.

Looking to the future

This survey demonstrates a positive result for Sutton Coldfield, with



significant steps forward since the BID was set up in 2011.

Marketing of the local area continues to be of highest importance but is ranked the lowest for satisfaction so this represents an area where further action would be most beneficial. Businesses believe that marketing of the local area is the most important area to focus BID efforts in the future.



Top: The 'Operation Safer Nights' scheme utilises the Gracechurch Centre's CCTV network, which was previously unused at evenings and weekends.



Top: The Big Hoot's Sutton Coldfield owl. Below: Poster to raise awareness of the town centre's Purple Flag aims.



Promoting the town centre

During the BID's first term we have built a platform to promote activities across the whole town centre, using traditional print, broadcast and social media. We have promoted events, the Restaurant Quarter and Sutton Nightlife and raised the profile of large projects that benefit the wider business community (e.g. Sutton Owlfield and the fibre broadband project).

In its second term the BID will consolidate this progress by building momentum with its sub-brands, Restaurant Quarter, Sutton Nightlife.

The BID will look to react to opportunities to promote the town centre in a positive light and will make comment on issues that clearly affect the business community.

Promotional materials

During its first term the BID has adopted an above and below the line marketing approach, developing copy and material in newspaper advertising, billboards, leaflets, annual reports, newsletters and our website.

In BID2 we will continue this approach and will look to promote a wider range of sectors, including professional services and independent retailers.

Social media and on-line

The BID's first term has coincided with the exponential growth of social



“ We’ve worked with Sutton Coldfield
Town centre BID on the Rewards In
scheme. It really does help with our sales.

Sandra Horton, Manager, Patisserie Valerie



“ The Gracechurch Centre has enjoyed working with the BID and has been a great partner during the Christmas events as well as during the Big Hoot, demonstrating a real passion for the Sutton Coldfield community.

Monica Morosan, Marketing Coordinator, Gracechurch Centre



Above: Local school children receive a cheque for the Birmingham Children's Hospital Charity.
Below: The BID's regular newsletter.



media. The BID has gained followers for both our own and the Restaurant Quarter, Sutton Nightlife and Rewards In Sutton Coldfield brands. Collectively for the brands there are over 2,500 Twitter and 700 Facebook followers and growing.

During the second half of 2015 the BID has been trialling search engine optimisation (SEO) and pay per click (PPC) to help drive visitors to the BID website (www.suttoncoldfieldtowncentre.co.uk) and its key messages. Google analytics is used to monitor the performance of the BID website during the period. In the five month period ending December 2015, there had been over 21,000 page views.

In BID2 we will continue to develop and refine our social media approach, reflecting the rapid growth of new approaches in digital media.

Events

The BID supports events throughout the year in the town centre, including bringing the Birmingham International Jazz Festival to the town centre, support for family-focused events during the summer and in the lead up to Christmas. In 2015 the BID brought a major pop star to the town centre, Bradley Simpson to switch on the

lights, bringing in 7,000 people to the town centre.

BID2 will continue to support these events, capitalising on opportunities to bring exciting activities and personalities to the town centre.

From 2017 we will work with businesses across the town centre to establish a Sutton Coldfield Music Festival with acts in pubs, restaurants, shops and in the open air.

Working with the Community, promoting the town centre

The BID has worked closely with the local community during its first term and will continue these activities in BID2. Key activities in BID 1 include:

- The annual Expo event held on the last Saturday of September. This consists of marquees, set up the length of the Parade which are taken by Sutton Coldfield-based businesses, charities, community organisations and sports clubs. Attendance is free to BID levy payers, charities, community organisations and charities. The event has grown each year, culminating in 36 organisations appearing at the 2015 event, plus a stage area where local dance, singing and drama groups

performed during the day. The 2015 event saw a 6% rise in footfall over 2014. Expo has become one of the established events across Sutton Coldfield and requests to attend the following year's event start being received on the day of Expo. Expo will continue to be supported during BID2

- 2015 saw the Birmingham-wide Big Hoot campaign for Birmingham Children's Hospital in conjunction with Wild in Art. Across Sutton Coldfield a campaign within a campaign, Sutton Owlfield brought together the BID, Gracechurch Centre, Dignity Funeral Services, Birmingham Metropolitan College, the West Bromwich

Building Society and Moor Hall Hotel in sponsoring seven full size owls. Separately a parallel project, The Little Hoot involved schools designing smaller owls and their display in the town centre and Sutton Park. The BID sponsored a design competition for local children to design an owl, culminating with the winning design being transferred to the owl 'live' in the town centre

Overall, the Sutton Owlfield campaign devised and run by WAA has been a tremendous success for the town. The key highlights are as follows. An average footfall increase over the 10 week campaign period of 5.7%, equivalent to an additional 7,500



people per week in the town centre, with the peak week (w/c 31 August) seeing an uplift of 10.1%, or 13,367 additional visitors in the town centre. There were 21,000 'interactions' with the seven Sutton owls recorded via the Big Hoot app and over 40 pieces of media coverage – including four appearances for the town on BBC Midlands Today. There were over 2.4 million interactions with Sutton Owlfield via Facebook and Twitter and some retailers reporting a 15-20% uplift in sales performance.

The Big Hoot culminated with the auction of all of the owl statues that had appeared across Birmingham. The BID led a Crowdfunder campaign whereby 90 local people and organisations pledged £6,665 to bid for and win the Sutton Coldfield Owl for the town centre.

There are plans being developed for a second community arts event for Birmingham Children's Hospital, targeted for late 2017. The BID will be actively involved seeking to repeat the success of The Big Hoot.



The Expo, which has gone from strength to strength.

The Big Hoot was much more than just numbers of visitors and funds raised for the Children's Hospital. It brought joy to many people.

The Big Hoot

By Margaret Withers

A wise old owl sat in an Oak
the more he saw, the less he spoke,
the less he spoke, the more he heard,
why can't we all be like that wise old bird?

The Big Hoot trail's been creative fun
'appy' texts from old and young
I've seen and heard from all the folk
'cause I'm the wise owl in that Oak!

They've visited parks and stood by stores
constant smiles for this charitable cause
primary schools have achieved their aim
colourful owlets brought Little Hoot fame.

In Sutton town spot Ahoy Matey's eye
Serenity, Hedwig and Love's near by
Sutton Coldfield Owl is on campus view
then Spotting and Jotting in Birmingham too.

'Owl' aboard Twit Choo-Choo
New Street Flyer takes passengers through
Perry Chocobow Swanet hand in hand
Welcome to Birmingham is Jack's command.

I see Owlbert, Owlfred and Leo's base
Owl-livia, Dotty and Poddy's proud place
Percy Pertemps and Athena Owl
Oliver, Octavia or You can call me Owl!

Alf the Penguin and Oozell's Owl
Bob the Bat and Active Owl
TropicOwl in Rainforest's glen
Stop – re-wind and come again!

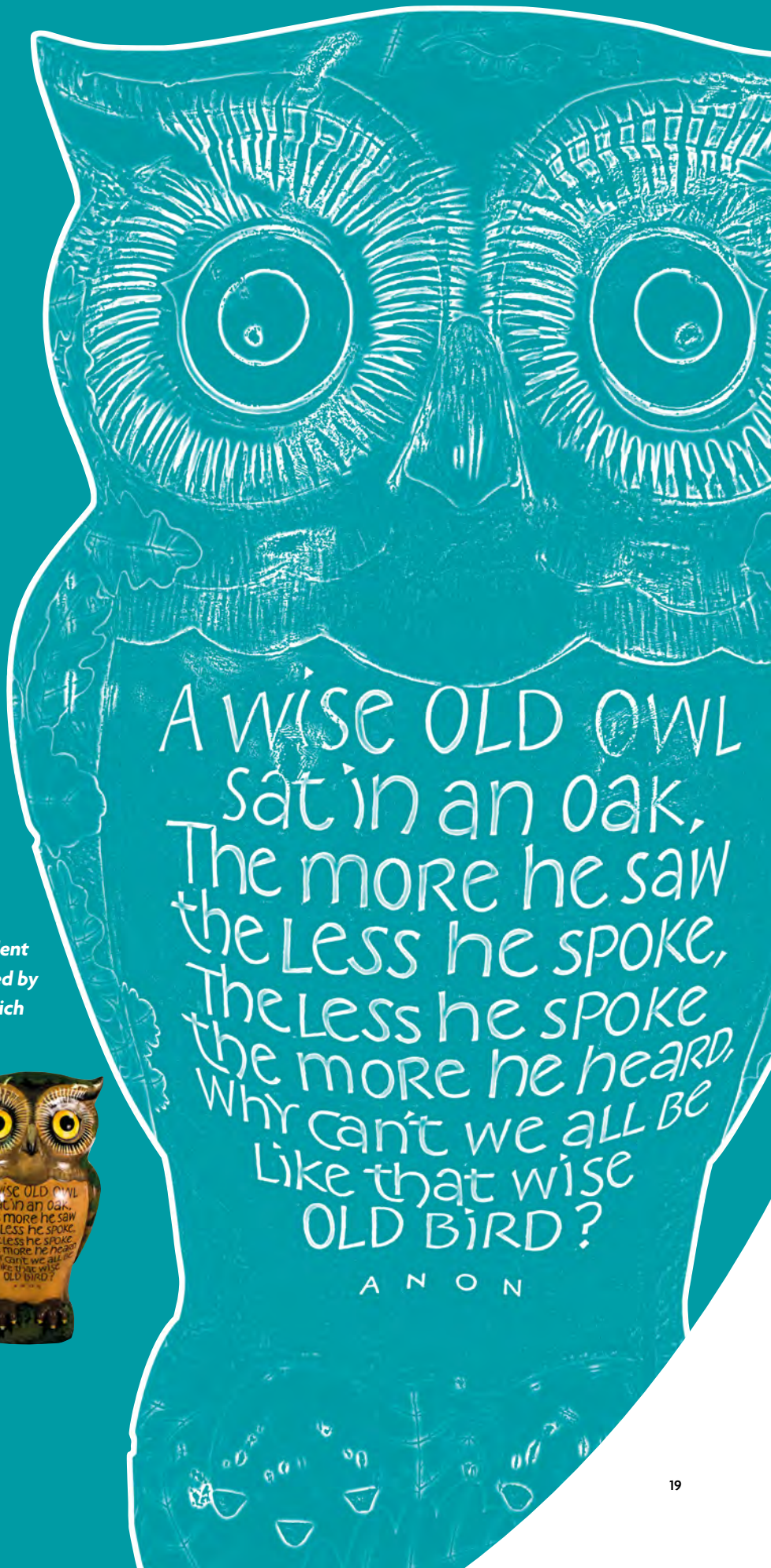
Jewellery Owl, Bejewelled, Tick-Tock
Priceless plumage on our Peacock
Free Radiowl, Delivered by Owl
Nightingale and Ozzy's Owl.

Owls and Pussycats (one at sea)
Re-tail therapy Fleet and Free
then Swirly Whirly – Owl-land's find
merits One Giant Hoot for all Mankind.

Selfies taken Through New Eyes
The Graduate – an Old Owl that's Wise
Tessellated Triangles – Mr Architect's work
Hootankhamoon's a pyramid perk!

Saltley Stories tell a tale
of Fitcap Wisey and Buttons on sale
while Showldon watches owlet's stare
Papa Winson rides The Bone Ranger's mare!

The Ship called Blodeuwedd is moored on land
Beorma and Gowl'd take their stand
while Skyline 2015 takes the lead
Nature's Growth is Happy Birthday Feed!



Big Brown Inky, Yellow, Green
 The Birchfield Sable, feathers preened
 Midnight Moths Clash with 'wild' T T-Owl
 art in sculpture for this Wise Owl.

I see a Darkness – Owl by Night
 Unity with Diversity under Bluey Starlight
 I see a Night Owl – Skyclad en route
 Under the Glow of Midnight, a Midnight Hoot.

The Birmingham Children's Hospital Owl
 with Dr Whoot and Florence Nightin'owl
 will see wise auctioning – without a growl
 that will make Our Happy Hospit-Owl.

Margaret Withers is a Sutton Coldfield resident who loved The Big Hoot. Her poem is inspired by A Word To The Wise, the West Brom owl which was situated on the Parade).

A new project to raise funds for Birmingham Children's Hospital with Wild in Art is anticipated in 2017 and BID2 will be looking to support the project and ensure it is brought to Sutton Coldfield.



A WISE OLD OWL
 sat in an oak,
 The more he saw
 the LESS he spoke,
 The LESS he spoke,
 the more he heard,
 Why can't we all be
 Like that wise
 OLD BIRD?

A N O N



“ The BID has provided valuable support for Rewards In by funding equipment, local advertising and promotional materials. This has ensured it remains free for any participating retail or restaurant business.

Sonia Edgar, Marketing Executive



Digital town centre

The BID has worked with a town centre-based business, Rewarding Visits (RV) to develop a card and app-based loyalty scheme that provides participating businesses with discrete data on customers who use Rewards In Sutton Coldfield in their businesses.

Rewards In Sutton has around 50 participating businesses and over 5,000 members, who through the use of the RV software platform now enjoy a connectivity which empowers both the consumer and the businesses alike by ensuring consumers are no longer anonymous to the businesses, and encourages offers from the retailers that are tailored and relevant to the consumers.

The BID has funded a marketing executive to work with the businesses to help them maximise the benefits they can achieve from the project.

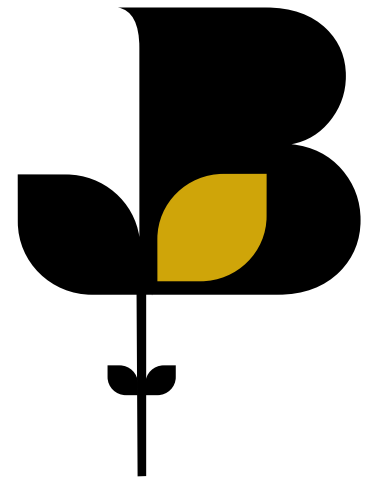
The BID has assisted RV to access government funding to launch Rewards In Sutton Coldfield as a Pilot project and have further assisted in landing one of only three Innovate UK Reimagining the High street grants to develop the concept.



BID Manager Mike Bushell with the Rewards In loyalty card and smartphone app.

During BID2 we will continue to work closely with RV to deliver the second phase of the project which will see:

- Introduction of interactive Touchpoints (pictured top)
- Voucher printing which will carry businesses' own bar codes, facilitating a no-cost interface with existing point of sale equipment ensuring the project can be inclusive for all businesses large or small
- Promotion of the whole town by way of digital screens including information, offers, events and special promotions, all specific to Sutton Coldfield Town Centre users
- Marketing to local employees so they may enjoy the offers from local businesses whilst the businesses enjoy the benefits of increased footfall



Voice for business

During its first term, the BID has represented the needs of the business community via project delivery, examples include:



Above: One of the town centre's car parks.

- Funding 24 car parking spaces on Birmingham Road and Manor Hill to assist visitors to use businesses in the area
- Improving car parking on Maney Corner
- Jointly funding with the council new car park direction signs for motorists entering the town centre from all directions

It has represented the needs of businesses with the council, specifically around the need for continued, sufficient, accessible car parking, particularly serving businesses in Emmanuel Court, High Street and surrounding areas. The BID mid-term research highlighted the importance of car parking to the businesses in the town centre and the BID will continue to lobby with the council as to their importance to long-term prosperity.

The key activity during the first BID term has seen the formation of Sutton Coldfield Chamber of Commerce, part of the Greater Birmingham Chamber Group. The BID has funded first year membership for town centre businesses as a way to make the Chamber happen quickly. A Chamber of Commerce for the businesses across the whole of Sutton Coldfield is a vital way of ensuring that businesses across the town can network and have a means of promoting the issues that affect them.

In BID2 we will continue to actively listen to business concerns and represent them to the council or via the offices of the Chamber. We will watch with close interest the development of the Sutton Coldfield Town Council to understand how we can work together for the benefit of town centre-based businesses.



“ Sutton Coldfield town centre is a great location to do business with convenient links. The BID and Sutton Coldfield Chamber of Commerce provide us with the support we need in terms of networking and business support, and the communication from the BID is second to none. We’ve been very pleased with their services.

Mark Wilkinson, Director, Coberg Banks Ltd



The chief executives of Birmingham City Council and Birmingham Chamber of Commerce meeting the BID team.



A connected centre

The roll out of fibre broadband (fibre to the cabinet) has been taking place over the past few years. Whilst most cabinets in the area have been upgraded, some, including town centre-located cabinets are not planned to be upgraded because they do not meet commercial criteria.



Due to the importance of high quality connectivity for business, The BID has funded the upgrade of two cabinets to fibre broadband:

- On Mill Street in front of The Gate public house (connecting businesses in Emmanuel Court)
- At the end of Midland Drive (connecting businesses on Midland Drive, including Trinity Place and parts of High Street) opposite Holy Trinity Church

A third cabinet, on South Parade, adjacent to the Red Rose Centre will be upgraded using BID funding in 2016 (connecting businesses in the Red Rose Centre, parts of South Parade and Wrens Court).



“ We are very keen to see the BID expanding to cover our area in Mitre Court. To ensure the businesses and premises remain competitive, it is vital to have high quality connectivity.

Andrew Burley FRICS, Director, Burley Browne Chartered Surveyors

In BID2 we will fund three further cabinets, for installation as soon as practicable following the start of the second term commencing January 2017. These cabinets will be situated on:

- Railway Road (serving parts of High Street on the same side as The Royal)
- Lichfield Road (serving Mitre Court*)
- Queen Street, by Aldi, serving parts of Birmingham Road on the same side as the cottage hospital

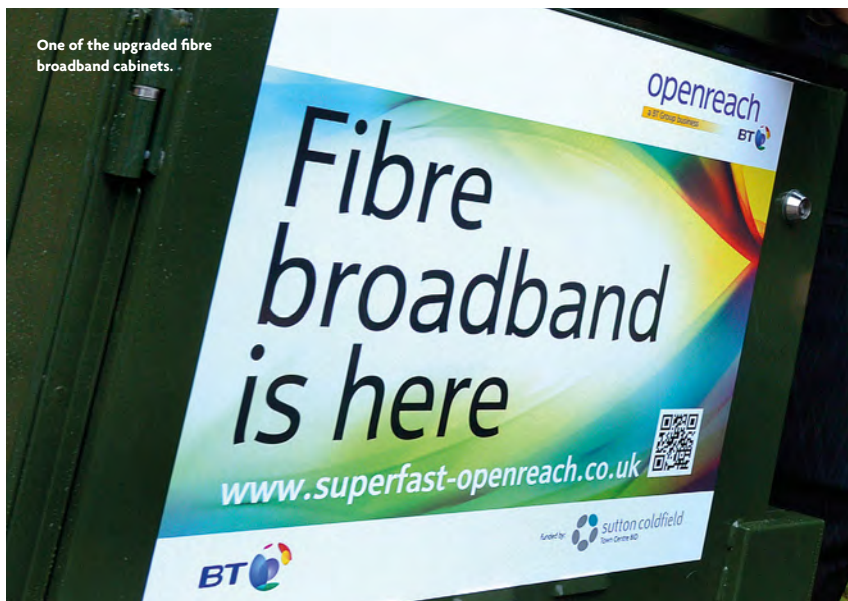
Businesses who have connections to the new cabinets will be able arrange upgraded broadband as required via their internet service providers.

Whilst this project originally came about to meet the needs of the office-based business community in the town centre, there is now evidence that retailers need faster speeds. Furthermore, the government’s Digital High Street 2020 Report recommends actions that it sees are critical to the revitalisation of our high streets, in particular:

“Sufficient access through infrastructure –Raise infrastructure and connectivity standards for 2020, including... universal fixed connectivity of not less than 24 Mbps.”

The BID understands that these proposed activities will enable all of the business premises within the BID area to have access to ‘fibre to cable’ broad band services.

*** BID2 is proposing to expand its boundaries to incorporate Mitre Court and the businesses which are adjacent on Lichfield Road.**





Evening and night time economy

The town centre has seen a growth in the night time economy, particularly in the Restaurant Quarter (RQ) with a range of price points, cuisines and both national chains and independent restaurants.



Retail managers met to discuss branding ideas for the Restaurant Quarter.

The town centre has a wide range of businesses that open in to the evening, including convenience stores, bookmakers, hair and beauty businesses and the Empire cinema, as well as late night opening in the main shopping centre in the run up to Christmas.

During its first term, the BID has developed a range of projects with the ultimate aim to deliver the Purple Flag standard for the town centre, including:

- Developing of the RQ brand
- Development of the Sutton Nightlife brand for pubs and clubs
- Funding of police officer time to monitor town centre CCTV to direct resources to stop trouble



“ As a member of the local Pubwatch I’ve worked closely with the SCTC BID and local police on issues such as safety, wellbeing and dispersal. These are all an intrinsic part of ensuring the night time economy in the town centre runs smoothly. The BID’s input has been invaluable.

Keith Ward, Manager, The Station pub

before it escalates, resulting in a fall in arrests

- Provision of funds to enable a night pastor service, to assist revellers who are in difficulties
- Promotion of both RQ and Sutton Nightlife brands using social media, local press, advertising hoardings, leaflets, press releases
- Additional funding has been leveraged as a result of the development of the Purple Flag approach for the town centre, including £8,000 towards CCTV monitoring and other night-time projects via the Community Safety Partnership
- The development of brands focusing on the evening and night-time economies has not only focused attention of the restaurants, pubs and clubs in the town centre for customers, it has allowed the town centre to be seen as an exciting place to invest a new business. Furthermore, there is evidence in local housing developers marketing material that the idea of being close to the town centre Restaurant Quarter is a benefit when promoting new properties

In BID2 we will:

- Continue to work towards (and once achieved) maintain the Purple Flag standard
- Refresh and develop RQ brand to reflect changes in the make up of the stock of establishments in the town centre
- Refresh and develop the Sutton Nightlife brand to reflect changes in the make up of the stock of establishments in the town centre
- Work closely with businesses and West Midlands Police through Pubwatch to ensure to ensure the town centre is a safe and welcoming place
- Maintain CCTV monitoring by West Midlands Police officers at busy times, and seek additional funding to increase monitoring

provision and expand coverage to cover Birmingham Road, Mill Street and High Street





Environment

The BID area runs for approximately one and a half miles from the Empire cinema to the Sutton Coldfield college campus of Birmingham Metropolitan College. With a successful renewal the northern border will move to include the substantial Mitre Court office development.

Clean & Green

During the first term of the BID we have run a programme to deep clean the paved area (18,600m²) at least once a year with some areas receiving more intense deep cleaning. This has led to paved areas being seen in their real colours for the first time in many years. The main public areas are under attack every day from weather,

pollution and human detritus. During BID2 we will target activity to ensure the entire 18,600m² is deep cleaned at least once per year, but then targeting those areas of heaviest activities (e.g. outdoor food consumption, bus stops, high footfall areas) for more intensive cleaning throughout the year.

We will continue to work with Staffordshire & West Midlands Community Rehabilitation Company to clear six public car parks once a month (Anchorage Road, Upper and Lower Reddicroft, Station Street, Mill Street and Duke Street).

We will continue to fund over 50 hanging baskets on Birmingham Road, Brassington Avenue, the Parade opposite the Gracechurch Centre, Mill Street and High Street.

The BID area runs from the Empire Cinema to Sutton College



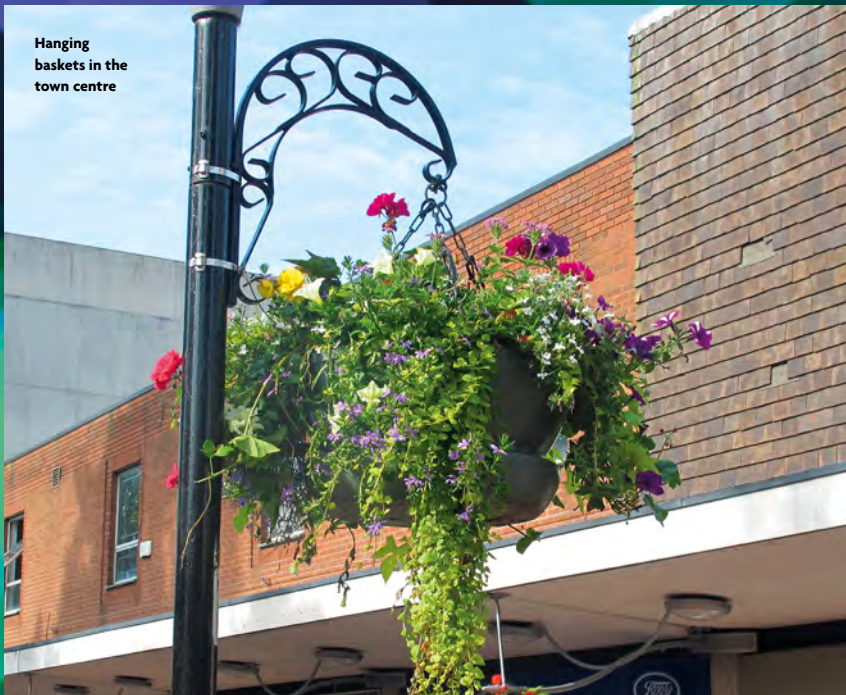
Christmas lights

When the BID came into existence, there was a comparatively small Christmas lights display outside the Gracechurch Centre, funded by various discretionary funds via Birmingham City Council. These funds no longer exist. From 2012 the BID more than doubled spend on Christmas lights to over £20,000 a year; the displays were extended to the Empire cinema and Sutton Coldfield College, with new displays in the trees on the Parade and 'bridging displays' across the Parade. There is a co-ordinated switch on with

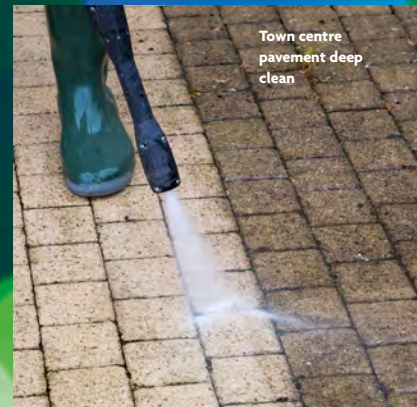
the Gracechurch Centre with the BID funding the promotional campaign for the switch on event.

For its second term the BID proposes to continue the current arrangements for deep cleaning of paved areas, sweeping of car parks and floral displays.

In BID2 we will continue to fund Christmas lighting to cover the length of the BID area and look to intensify displays in the trees at the north end of the Parade.



Hanging baskets in the town centre



Town centre pavement deep clean



Developing the business case for the town centre

Sutton Coldfield town centre is a busy commercial centre, with a range of professional and office-based businesses, including some substantial head office functions. The people who work in these businesses are a key component in the overall prosperity of the town centre, spending in shops, cafés, restaurants and pubs.

The businesses themselves trade with each other and pay business rates and rent. We want to build upon this thriving interaction between all business sectors which will aid footfall for retail and leisure and assist with staff recruitment for the professional and office-based community.

We are committing to invest £100,000 over five years in helping the professional services sector grow.

Once the roll out of the fibre to cabinet broadband services (under 'A Connected Centre') has been completed, BID2 proposes to establish a £100,000 fund during the second half of its five year term. The main focus of the fund will be aimed at business growth and to support further employee recruitment to assist businesses to expand within the town centre. We recognise that increasing staff numbers will support other sectors in our community and

business growth will naturally create further activity. Our resources will target those businesses who can demonstrate the greatest return for our investment in the business community.

The BID will look to work with members of the professional services sector to establish a panel to decide how and with which prospective businesses to assist.





The streets covered by the BID are:

Anchorage Road (part), Birmingham Road (part), Coleshill Street, Duke Street (part), High Street, King Edward Square, Lichfield Road (part), Lower Parade, Lower Queen Street (part), Maney Corner, Manor Road (part), Midland Drive (part), Mill Street, Newhall Walk, Parade, Queen Street, South Parade (part), Station Street, The Reddicroft, Victoria Road (part).

There are approximately 325 levy-paying hereditaments within the proposed BID area.

Where does the BID operate?



Ballot rules



These rules have been developed based on a review of best practice nationally as well as consideration of the Industry Criteria and Guidance Notes (Updated 2015), published jointly by British BIDs, the British Retail Consortium, the Inter Banking Rating Forum and the Federation of Small Businesses.

Your vote

From 2 June to 30 June 2016 you will be given the opportunity to vote on the renewal of the Sutton Coldfield Town Centre BID to continue to a second term of five years. This is your opportunity to protect the delivery from the first five year term and to receive the increased services from BID2.

The BID ballot will be administered by The Electoral Reform Service (ERS) and will be arranged in line with the rules set out in the BID regulations 2004 as approved by Parliament.

Each hereditament subject to the BID will be entitled to one vote. Businesses that occupy more than one hereditament in the area will be entitled to one vote per hereditament.

Prior to 2 June the council will have completed a canvass process to identify a voter list which will be used for the purpose of the ballot.

To be successful, the ballot will need to satisfy two independent tests which apply to those papers returned by the close of the ballot period:

- a. Those voting in favour must exceed those voting against.
- b. The total rateable value of those properties or hereditaments which vote in favour must exceed the total rateable value of those voting against.

Voting procedure

The postal ballot will run for 28 days.

Your ballot will be posted by Birmingham City Council's appointed agent, ERS and will reach you by 2 June 2016.

You will need to cast your vote and return by post by 5PM on Thursday 30 June 2016.

Papers received after 5PM on 30 June 2016 will not be counted.

The result of the ballot will be announced on Friday 1 July 2016, once information has been received from ERS.

If successful at ballot the renewed BID will commence operations on 1 January 2017 and will continue for a period of five calendar years to 31 December 2021.

BID levy rules

The BID process is governed by the Local Government Act 2003 and the Business Improvement District Regulations 2004. Accordingly, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.



- 1.** The Renewal BID term will be five years from 1 January 2017 to 31 December 2021.
- 2.** The BID levy will be applied to all non-domestic hereditaments with a rateable value of £7,500 or more.
- 3.** As at January 2017 the levy rate to be paid will be 1.5% of the rateable value as at the selected 'chargeable day' (1 April annually).
- 4.** The starting levy rate will be 1.5% and will be inflated annually, commencing April 2018 by 3% of the actual levy paid.
- 5.** The maximum BID levy payable from any one hereditament will capped at £5,000.
- 6.** All tenants will be liable for the levy irrespective of separate charges or any other contributions made as part of a their leases.
- 7.** The liability of the levy will fall on the eligible ratepayer. The owners of untenanted properties or hereditaments will be liable for the payment of the levy.
- 8.** There will be no VAT charged on the BID levy.



- 9.** Charitable organisations that are subject to Birmingham City Council mandatory relief on their business rates liability are exempt from the levy.
- 10.** The rating revaluation proposed for 2017 will be ignored for the purposes of calculating the levy. Instead the rateable value from that time will be defined as the rateable value assigned to a property or hereditament immediately prior to the adoption of the revised 2017 rateable values.
- 11.** The exception to this will be variations to rateable value due to any change of use or a physical change to a property or hereditament including inter alia: new construction, merger, subdivision, extension and refurbishment which result in the issue of a new entry or entries in the Ratings List at that time. The Ratings list (including the 2017 List) will be examined for new entries each year prior to the issue of levy invoices.
- 12.** If, during the term, the rateable value assigned to a property or hereditament falls below £7,500 for whatever reason (physical change, change of use or revaluation arising from the adoption of the 2017 Rating List, the hereditament will be exempt from the levy arising from the next chargeable period.
- 13.** If, during the term, the rateable value assigned to a property or hereditament which had been below £7,500 threshold is assigned a rateable value which is £7,500 or above the hereditament will be liable for levy.
- 14.** Birmingham City Council will be responsible for collection of the levy. Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off.

Your BID levy and finances

The table sets out what the levy would be for the first 15 months of the BID for your business. This is calculated at 1.5% of the rateable value of the property or hereditament.



For the three following years you should increase this figure by 3% (multiply by 1.03) for each year. For the following nine month period you should multiply the previous figure by 1.03 again and then by 0.75 to cover the nine month period.

If you are unsure about the rateable value of your property please contact the Valuation Office on 03000 501501 or via www.voa.gov.uk

The BID levy		
Rateable Value	Annual levy (1.5%)	Cost per week (divide by 52)
£7,500	£112.50	£2.16
£10,000	£150.00	£2.88
£15,000	£225.00	£4.33
£20,000	£300.00	£5.77
£30,000	£450.00	£8.65
£40,000	£600.00	£11.54
£50,000	£750.00	£14.42
£75,000	£1,125.00	£21.63
£100,000	£1,500.00	£28.85
£250,000	£3,750.00	£72.11
£500,000	£5,000.00 (capped)	£96 (capped)



BID2 will run for five years from 1 January 2017. The budget has been developed based on the anticipated income which will be derived from the BID levy. This business plan has been written during a time of change in the town centre, therefore these are our best estimates of areas of spend at the time of writing. We will discuss with the newly installed Sutton Coldfield Town Council areas of mutual interest as soon as practicable after it commences operations with a view to seeking additional funds to increasing BID activities. Similarly, we are awaiting the opportunity to discuss funding opportunities with the West Midlands Police and Crime Commissioner regarding additional services for the evening and night-time economy.

Income	2017	2018	2019	2020	2021	Total
Levy income based on latest estimate	£250,000	£257,500	£265,225	£273,182	£281,377	£1,327,284
Total income	£250,000	£257,500	£265,225	£273,182	£281,377	£1,327,284
Surplus carried over from previous year		£7,500	£7,725	£7,957	£8,195	£31,377
Funds available for BID activities	£250,000	£265,000	£272,950	£281,139	£289,573	£1,358,661

Expenditure	2017	2018	2019	2020	2021	Total
Themes						
Projects						
Deep cleans	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Car park cleaning	£3,000	£3,200	£3,700	£3,736	£4,000	£17,636
Greening and floral displays	£5,000	£5,500	£6,000	£6,000	£6,000	£28,500
Christmas lighting	£25,000	£26,000	£28,000	£28,000	£29,000	£136,000
	£43,000	£44,700	£47,700	£47,736	£49,000	£232,136
Marketing and Promotion						
Promotion of town centre (including website, printed media, PR, and social media)	£35,750	£36,000	£37,000	£38,250	£39,000	£186,000
Events	£20,000	£35,000	£22,068	£22,500	£24,936	£124,504
	£55,750	£71,000	£59,068	£60,750	£63,936	£310,504
Digital Town Centre						
Rewards In Sutton Coldfield	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Voice for Business						
Communication	£9,000	£9,000	£9,000	£9,000	£9,000	£45,000
Networking support	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
	£14,000	£14,000	£14,000	£14,000	£14,000	£70,000
Business Development Project						
	£0	£0	£31,000	£34,000	£35,000	£100,000
A Connected Centre						
BT fibre broadband cabinets	£27,750	£17,075				£44,825
Evening and nighttime economy						
Restaurant Quarter and Sutton Nightlife promotion	£16,000	£17,000	£18,000	£19,000	£20,000	£90,000
Purple Flag support	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
	£31,000	£32,000	£33,000	£34,000	£35,000	£165,000
BID Management						
Manager, including employment costs	£36,000	£36,000	£36,500	£37,500	£38,000	£184,000
	£36,000	£36,000	£36,500	£37,500	£38,000	£184,000
Overheads	£20,000	£20,000	£21,000	£22,000	£23,000	£106,000
Total Expenditure	£242,500	£257,500	£265,225	£273,181	£281,377	£1,319,784
Surplus carried forward	£7,500	£7,725	£7,957	£8,195	£8,441	£39,819

Governance



The purpose of BIDs

Sutton Coldfield Town Centre BID was established on 1 January 2012. According to British BIDs, the number of BIDs in the UK now exceeds 220. Business improvement districts are business-led and business-funded organisations formed to improve a defined commercial area. BIDs are statutorily established having been voted for by the majority of businesses in the defined area and have a maximum term of five years before returning to their electorate for renewal.

The BID Board

The current BID board leads and guides the work of the BID. The renewed BID will be managed as previously by Sutton Coldfield Town Centre BID Ltd, a not for profit organisation, limited by guarantee. The BID board of directors will continue to advise on operational and service delivery issues, oversee performance measurement and act as the key consultative and advisory

body on BID services. They will also have responsibility for financial arrangements, contractual obligations, securing BID management, standards, compliance and strategic direction. The board will meet quarterly as a minimum.

The BID board will consist of approximately 15 elected members, a majority representing a cross section of the town centre business base, but also including:

- Two nominated Birmingham city councillors
- The Birmingham North West Midlands Police superintendent
- Birmingham Metropolitan College
- A nominee from the newly formed Sutton Coldfield Town Council
- The Gracechurch Centre General Manager

Applications for the board will be invited at any time during the year. An Annual general Meeting will be held in the spring. In the event of a position



becoming vacant, it can be offered up immediately. A rotation policy will be approved by the Board.

Board directors may agree to allow other non-voting regular attendees if they feel it is beneficial to the aims of the BID. Professional attendees may also be invited as appropriate.

Each year the BID board will elect a chair and vice chair from amongst its private sector members. The chair must be a director of the Company and can be re-elected.

Provided that the BID is meeting its overall objective, the board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers and the business environment in the town centre. Beyond this an AGM would be held. However any change to the BID boundary or to the levy rate proposals would require an alteration ballot.

A Baseline Service Agreement with Birmingham City Council and West Midlands Police will be in place at the commencement of the ballot and an Operating Agreement will be in place by the commencement of the new BID term. Notice of the intention to hold a ballot was given to the Secretary of State for Communities and Local Government.

Financial management

The BID board will monitor financial performance at its board meetings.

The Company will provide copies of statutory accounts and financial statements to the Billing Authority annually.

The company will provide financial monitoring reports to the Billing Authority on a quarterly basis and meet with them to discuss levy collection and financial management issues.

BID management

The BID will purchase BID management services from Greater Birmingham Chamber of Commerce, who will employ the BID manager and supply personnel and information technology support. The BID will also purchase professional support to run and manage specific projects. Where appropriate the BID will adopt a 'Sutton Coldfield First' approach to securing the services it buys in while still looking to secure best value.

Additional funding



From the start of BID2 there will be new opportunities to seek additional funding for BID activities, specifically:

From the start of BID2 there will be new opportunities to seek additional funding for BID activities, specifically:

- The forthcoming Sutton Coldfield Town Council, which will commence activities in April 2016
- From advertising revenue resulting from the installation of the Rewards In Sutton Coldfield touchpoints

The BID will be bidding for funding for the extension of CCTV to Mill Street, High Street and Birmingham Road via the West Midlands Police and Crime Commissioner.

Working in partnership

The BID does not work in isolation. To deliver its services, or to influence other organisations to deliver services on behalf of the businesses in the town centre, then the BID has to have effective partnership arrangements.

Some of the BID's activities are related to improvements on council land (e.g. signage, deep cleaning, Christmas lights). Effective working arrangements at officer level exist to ensure these services are delivered. Two Birmingham City Council members represent the council on the BID board.

The BID has a close working relationship with West Midlands Police. An officer of Superintendent Rank represents West Midlands Police on the BID board.

Service Level Agreements (SLAs) are in place with Birmingham City Council and West Midlands Police setting out minimum service standards.

The BID has a close working relationship with the independent markets companies who run the craft, farm and produce and artisan markets held in the town centre and have worked with them to promote and develop their services.

Contingencies

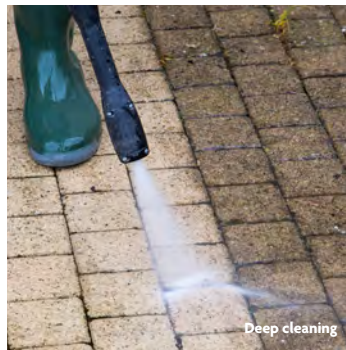
Throughout the entire first five year term of the BID, levy collection has been in the region of 98-99%. The BID proposes a 2.5% contingency for uncollected levy payments.



Why vote for renewal?



Christmas lights



Deep cleaning



Floral displays



Additional fibre broadband cabinets



Promotion of the town centre



CCTV monitoring at night by WM Police



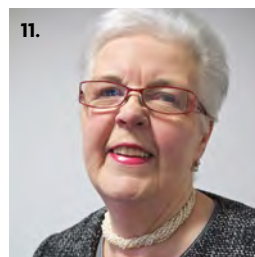
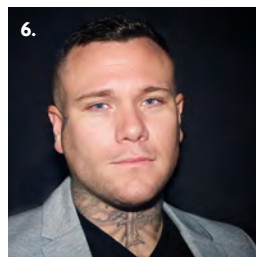
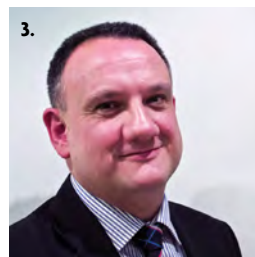
Exciting town centre-wide events



Focus on business issues



BID board members



1. John Cutler, Inspired Business Vision (Chairman)
2. Andrew Burley, Burley-Browne
3. Stephen Roberts, Robson Lister
4. Andy Jackson, CBRE
5. Keith Ward, The Station
6. Dan Tanner, Rumour
7. Mark Wilkinson, Coburg Banks
8. Samantha Fallon, Midcounties Co-Op Travel
9. Julie Higgins, Market Village

10. Mustafa Shevket, Birmingham Metropolitan College
11. Cllr Anne Underwood, Birmingham City Council
12. Cllr David Barrie, Birmingham City Council
13. Supt Brandon Langley, West Midlands Police
14. Manjit Talwar, Sutton & Co Solicitors





www.suttoncoldfieldtowncentre.co.uk