

Sutton Coldfield Town Centre Business Improvement District

2022 – 2027



Message from the Chair Angela Henderson

– a collective voice for a stronger future

There have been many challenges throughout the last two to three years which have impacted on Sutton Coldfield Town Centre as the retail industry has changed beyond measure and this is why it is even more important to work together to ensure “we all get it right for the future”. Shopping and living habits and trends have changed hugely during this period.

The way forward for Sutton Coldfield Town Centre BID is working in collaboration with Royal Sutton Coldfield Town Council and Birmingham City Council in delivering the proposed Masterplan over its next term in office.

The BID will also support the voice of business by lobbying on topics which affect businesses but the overall aim will be to work to ensure that businesses are listened to and promoted alongside the town in its entirety by ensuring the town remains relevant and flexible in an ever-changing environment.

Throughout my terms as Chair from October 2019 (and as a Director on the Board of the BID for the last five years), Royal Sutton Coldfield Town Council has fully supported the BID, and certainly through this difficult period of the last eighteen months it is clear that there is a need to

work together to take the town into this future of a “brave new world” to maximise the potential of the town and this has to be the way forward as this will bring about the success of harnessing the opportunities that exist today and the town’s many attributes.



Angela Henderson
The Gracechurch Centre
Chair of Sutton Coldfield Town Centre BID

Sutton Coldfield Town Centre BID Board Members

Angela Henderson
Director and Chair – CBRE Ltd

Cllr David Barrie
Director – Birmingham City Council

Alison Clack
Director – Cerda Planning

Cllr Jackie Cummins
Director – Royal Sutton Coldfield Town Council

Mark Harris
Director – Harris & Co

David Hemming
Director – Burley Browne

Stephen Nixon
Director – Enoch Evans

Cllr Rob Pocock
Director – Birmingham City Council

Stephen Roberts
Director – Robson Lister Ltd

Cllr Keith Ward
Director – Royal Sutton Coldfield Town Council

Mark Wilkinson
Director – Coburg Banks

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible at www.suttoncoldfieldtowncentre.co.uk, emailing M.Bushell@birmingham-chamber.com or calling **07970 885743**

Vision

Through a business-led programme our vision is:

Work with others to define, develop and promote the identity of Sutton Coldfield which reflects its strengths, characteristics and heritage and is a safe and vibrant place generating pride for its businesses, local residents and visitors.



What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit www.placemanagement.org

“With thanks to the BID, our independent business Pollers Cafe is busy due to the ongoing promotion of the town centre and its businesses, encouraging visitors to the area. We will be voting YES.

Pollers Café,
Karen Poller – Owner





Your feedback

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the area.

Research and findings from the surveys, interviews and interactions of businesses and organisations from across the Sutton Coldfield

Town Centre BID area has been considered, in shaping the ultimate Vision, Objectives and their associated activities.



48%

of all businesses which meet the levy criteria had a personal visit to discuss the BID. There were 305 business visits in total, with 173 of these being unique visits.



All potential levy paying businesses in the BID area were sent surveys via an ebulletin, visit from a BID representative and via the BID website and were given the option to complete the survey either via telephone or video call with a member of the BID team.

All levy paying businesses were invited to complete the business survey.



71 detailed surveys completed by businesses.



13 in-depth one-to-one interviews were conducted with key contacts to get their views on the renewal of the BID.



BID website for businesses with a dedicated BID renewal page giving businesses up to date information on the renewal of the BID, with links to the renewal survey and FAQ.

Achievements of the BID 2017–2022

Projects and activities to support businesses

Investing in the town centre

- Following on from work in the first term, the BID purchased and installed further BT fibre high speed broadband cabinets in particular to serve office and professional services businesses in the town centre. High speed broadband has become increasingly important, especially for those businesses that have to upload very large files.
- Developing the town centre loyalty scheme, SuttonCard, which used both an app and a reward card in conjunction with a bespoke website and strategically placed voucherpoints to bring offers and news from town centre businesses to over 10,000 local cardholders.
- Developing a comprehensive 'What's On' guide for town centre activities. The guides were printed quarterly and distributed to around 30,000 households across Sutton Coldfield.
- Working closely with Royal Sutton Coldfield Town Council during the pandemic, the BID has developed a new brand, What's On Sutton Coldfield (WoSC) to combine both the loyalty aspect of SuttonCard that ran for five years and news of upcoming events as was distributed quarterly through the physical What's On guides. What's On Sutton Coldfield is a collaborative project between the BID and Royal Sutton Coldfield Town Council – the businesses and venues of Sutton Coldfield are

being urged to utilise this free platform as a virtual shop window for their reopening plans and future events. The branding is being used on all BID marketing including ERDF funded 'welcome back' campaigns.

Working with our partners

Sutton Coldfield Town Centre BID does not exist in isolation. It has close working relationships with:

- Birmingham City Council, and its key suppliers (e.g. Kier who are responsible for highways maintenance)
- Royal Sutton Coldfield Town Council, which came into being during the second term of the BID
- The Gracechurch Centre (e.g. many of the Christmas events held in the town centre are in conjunction with the Gracechurch Centre)
- Our specialist market providers, Bert & Gert's and Skett's
- Sutton Coldfield Town Hall and Sutton Coldfield Library
- Sutton Coldfield Chamber of Commerce.





These relationships are very important as the BID can represent the levy payers concerns to the councils in particular. These relationships have seen some important developments, e.g:

- Improved lighting on the Parade
- The removal of the Brassington Avenue cycle scheme which was clearly a danger to cyclists where using the route
- The BID is represented on the Town Centre Regeneration company by a board member.

Creating excitement and interest

Throughout its life, the BID has delivered a wide range of events to attract visitors to the town centre. These include:

- The annual Sutton Coldfield Expo, which brings together town centre-based businesses and the wider Sutton Coldfield array of community and sports organisations. Held on the last Saturday of September, the 2019 event attracted over 60 organisations and filled the town centre
- Sponsorship of the Birmingham, Solihull and Sandwell International Jazz Festival, which takes place in July. The BID supports an act from the festival to perform at a different venue in the town centre every day of the festival
- Participation in The Big Sleuth (the successor to The Big Hoot) which saw bear statues throughout the town centre and local trails and competitions to encourage visitors to explore the town
- Events with Sutton Coldfield Library, including The Big Read and Bookfest
- One off events, such as food festivals, an Autumn Festival and a Gin & Ale Trail

- Annual Christmas switch-on events in conjunction with the Gracechurch Centre which has seen an afternoon and evening of entertainment leading up to the big event
- Sutton Coldfield Month of Music and the Sutton Has Musical Talent contest, held in the town centre
- Business-focused events, under the banner “Networking” which has brought key speakers, including the metropolitan mayor, Andy Street, our local MP, the Rt. Hon. Andrew Mitchell, the Leader of Royal Sutton Coldfield Town Council, Simon Ward and prominent local business people. Networking is a low pressure, friendly environment which allows local business people to meet and share ideas.



Branding and promoting the town centre

In addition to the establishment of SuttonCard/What's On Sutton Coldfield, the BID has established brands and a social media face for the town centre:

- The concept of the Restaurant Quarter which is now used in regular conversation to describe the restaurant area of Birmingham Road
 - Creating two town centre websites:
 - business to business:
www.suttoncoldfieldtowncentre.co.uk
 - business to business/business to consumer
www.whatsonsuttoncoldfield.co.uk
 - The development of the monthly rewards for good service provided by businesses in the town centre, Sutton Smiles Better (for retailers) and Sutton Serves Better (for hospitality)
 - The BID promotes the town centre and its businesses by a variety of additional means:
 - Outdoor advertising at locations both within in the town centre and in the wider Sutton Coldfield area
 - Regular press releases
 - Brand developments with social media channels, e.g. Restaurant Quarter, SuttonCard which are now all amalgamated into WoSC branding, website and social media
 - A Pubwatch group exists within the town centre. It holds regular meetings with police and licensed premises. A WhatsApp group has been established for everything from practical help for the Night Time Economy, through to providing Jazz Festival acts for these venues. Previously, the Pubwatch group was the forum which requested that lighting was improved on the Parade, which was taken up by the BID
- in partnership with the Royal Sutton Coldfield Town Council and Birmingham City Council.
- The BID responded to the Night time economy (NTE) businesses requests for events and created initiatives such as the Gin and Ale Trail, increased the amount of BID-sponsored Birmingham Jazz Festival acts at NTE venues and also involved them at all points of town centre events such as Food Festivals
 - The BID is sourcing and managing grants such as European Regional Development Funding (ERDF) to fulfil NTE needs that were previously outside of existing budgets which will see additional outdoor seating areas
 - Our social media channels operate on two bases and have been an invaluable communication channel regarding NTE and other business updates. The BID's Facebook and associated Twitter and Instagram channels are where we provide the B2C messaging. @Sutcoldfieldbid and associated Twitter account is where our B2B messaging takes place. During a short period where there was no Sutton Coldfield newspaper these became and remain one of very few reliable sources of information for the town centre. All channels link back to our relevant websites for WoSC and Sutton Coldfield Town Centre BID which are regularly updated.



COVID 19 Support

Throughout the challenging period of the pandemic, the BID has remained open and operational, supporting businesses throughout the pandemic wherever it could and ensuring that latest guidelines and information was available.



Since March 2020, the BID has undertaken the following activities and support:

- Sutton Coldfield Town Centre BID was part of an industry wide campaign to support BIDs throughout the crisis and were successful in securing funding for BIDs through the BIDs Resilience Fund
- We worked in partnership with Birmingham City Council for a safe re-opening of the town centre in June 2020. This included identifying hot spots for queuing issues and signage installation around the area to encourage social distancing.

What we did

- Worked in Partnership with Birmingham City Council on layouts to ensure social distancing without disadvantaging businesses in the town centre
- Since the beginning of lockdown in March 2020 Government guidelines and rules have changed rapidly and frequently. We have ensured that businesses across all sectors have been kept up to date with the rapidly changing information, guidelines and regulations
- Re-opening advice and guidelines were sent to town centre businesses via social media and email

Business Support

- Business Grants – the BID stepped in to help businesses access grants swiftly through the City Council. We followed up on businesses where information from the City Council told us that they had not applied for grants they were entitled to and assisted them to apply
- The BID supported the Raise the Bar Campaign – through promotion to lobby the Government to increase support for businesses with a rateable value of over £51,000
- Access to FREE Training and Webinars – was shared with businesses from institutions such as Sutton Coldfield Chamber of Commerce, Birmingham City Council and HMRC to upskill staff and advise business owners



Your Priorities for 2022–2027

Businesses from across Sutton Coldfield Town Centre identified key priority areas for a new BID.

These fall into three objectives:

Objective 1: Vibrant & Promoted

Create a vibrant town centre with a unique sense of identity and promote its business, cultural and leisure offer locally and regionally.

Objective 2: Safe & Secure

Enable visitors and people working in the town centre to have a positive experience and feel safe, secure and comfortable.

Objective 3: Business Growth and Investment

Encourage growth, development and investment of businesses which complement and build on the strengths of Sutton Coldfield.



OBJECTIVE 1: Vibrant & Promoted

Create a vibrant town centre with a unique sense of identity and promote its business, cultural and leisure offer locally and regionally.



Amount the BID will spend:

An average of **£91,500** per year
a total of **£460,000** over five years.



Marketing and promotion of the town centre seems to be more important than ever to businesses in Sutton Coldfield. In the survey, the top three future projects ranked beneficial by businesses were all related to marketing and promotion.

During the key contact discussions, comments were made about the need to both promote the town and promote what the BID is doing for the town. The need to pick up on the heritage of the area was highlighted during the discussions, as well as promoting the identity and branding of Sutton Coldfield town centre.

Suggestions for ways to do this included improving the wayfinding and signage in the area, as well as managing the visitor website which would include aspects such as 'What's on' guides, business directories, offers, schemes and things to do.

86%

of businesses said 'Developing the town centre's identity and branding to attract more visitors', would be beneficial to them.

85%

of businesses said 'Marketing campaigns for retailers and hospitality venues' would be beneficial to them.

78%

of businesses said 'Improved use of the Parade, other streets and open spaces for events, animation and specialist markets in line with the Town Centre Masterplan' would be beneficial to them.

What we can deliver if you vote YES



A	Play a key role in developing the town's identity and branding to attract more visitors.
B	Increase the profile and sense of identity of the town through marketing across all media channels, digital, print and social media.
C	Lead the promotion of the business, leisure and cultural offer through campaigns and initiatives such as a visitor web-site, a business directory, offers and schemes.
D	Communicate effectively between the BID and its businesses, to keep all business sectors in the BID area engaged and informed of BID activities and keep the BID informed of business needs and priorities.
E	Work with our levy payers and other key organisations and partners to develop, organise and support events to create an animated and vibrant feel to the town and build the reputation of Sutton Coldfield as a great place to be entertained.

Measures and results

- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent. (a.v.e)
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with Sutton Coldfield BID in their own marketing and promotion.
- Increased interaction with and support from other stakeholders
- Increase footfall to the town which is stronger than national trends

“The BID team are always friendly and approachable, they keep us up to date with any matters or activities and are there to support with any issues we have, vote YES for this support to continue.

Beaverbrooks, Lizy Hurford – Manager



OBJECTIVE 2: Safe and Secure

Enable visitors and people working in the town centre to have a positive experience and feel safe, secure and comfortable.



Amount the BID will spend:

An average of **£45,000** per year

A total of **£225,000** over five years.

From the survey results it is clear that crime and safety is important to businesses in Sutton Coldfield town centre, with four out of the seven highest ranked beneficial projects all being related to crime and safety.

It is clear from the key contact discussions that there is a real issue around the lack of Police presence in Sutton Coldfield town centre. Businesses feel like they do not respond when needed and that there is an absence of resources from the Police in the area. This was also echoed in the survey, where there were comments such as 'Policing is a big one for us, we need support' and 'Could be more Police presence'. Suggestions for improvement in this area included there being data and intelligence collection linked with the Police, to provide them with the data they need to address the issues facing businesses in Sutton Coldfield.



83%

of businesses said that 'The BID to continue to maintain/develop the CCTV system within the town centre' would be beneficial to them.

Working with the Police and other agencies to introduce/develop initiatives such as shop and venue radio scheme and an Intelligence sharing scheme etc to address the following:

83%

Personal safety evenings/night – **83%** of businesses said this would be beneficial

82%

Street crime and Anti-Social Behaviour – **82%** of businesses said this would be beneficial.

82%

Business crime/shop theft – **82%** of businesses said this would be beneficial.

What we can deliver if you vote YES



A	Work with others to establish a coordinated and integrated approach to monitoring CCTV across the town and Gracechurch Centre.
B	Work with the Police and other agencies to develop an effective information and intelligence sharing scheme to address: a) Street crime and ASB b) Personal safety c) Business crime & shop theft
C	Provide support to businesses at times of national or local incidents or emergency situations working closely with emergency services, the local authorities' statutory services and other key stakeholders.

Measures and results

- Regular flow of information and sharing of intelligence to support business crime prevention
- Reduction of incidents of street crime and anti-social behaviour
- Reduced incidents of business crime.
- Improved perceptions of personal safety for those who, work, visit or live in the town centre.



“ The BID has given us excellent one-to-one support and updates us on all things business in the town including events, street cleaning, Christmas etc. Without the BID we wouldn't know what was happening locally business wise, or have our say.

Lakeland, Neil Davies – Manager



“ The BID has helped to improve the look and feel of the town, through activities such as the street clean around our trolley areas and the installation of hanging baskets which make the town centre more attractive for us and our customers, vote YES to allow the BID to continue to improve the look of the town.

Aldi, Alex Hinton – Store Assistant



OBJECTIVE 3: Business Growth and Investment

Encourage growth, development and investment of businesses which complement and build on the strengths of Sutton Coldfield.



Amount the BID will spend:

An average of **£45,000** per year

A total of **£225,000** over five years.

In the survey, when businesses were asked to make suggestions on future projects they would like to see the BID deliver, commercial attractiveness was highlighted the most. There was a general consensus that this needs to be improved, to attract new businesses into the area. The need to fill vacant units in the town centre was mentioned numerous times by different businesses in the survey, with the suggestion that this would help bring people into Sutton Coldfield as it would help make it a more attractive place to shop.

In the key contact discussions, it was highlighted that Sutton Coldfield has lost a lot of the big player businesses, which often help to attract people to an area. There were suggestions that cheaper rent and reduced business rates could help to attract prime trade back into the town centre. Collaborative working between the BID and commercial agents and other stakeholders was also a suggestion made in the key contact discussions, which could help to attract other businesses to establish and invest in the town.



89%

of businesses said that 'Marketing to raise the profile of Sutton Coldfield Town Centre to attract and support new businesses and investors' would be beneficial to their business.

80%

of businesses said that 'Working with the Royal Sutton Coldfield Town Council, Birmingham City Council and key land and property owners to represent the business interests and support the delivery of the Sutton Coldfield Town Centre Masterplan to benefit businesses' would be beneficial to their business.

79%

of businesses said 'Initiatives to encourage more local trading' would be beneficial to them.

What we can deliver if you vote YES



A	Work with the Royal Sutton Coldfield Town Council, Birmingham City Council and key land and property owners to represent the interests of businesses and support the delivery of the Sutton Coldfield Town Centre Masterplan and other developments.
B	Encourage and support relationships between businesses and organisations such as Sutton Coldfield Chamber of Commerce and Sutton College to develop skills and sharing of best practice.
C	Work with businesses across all sectors to encourage inter-trading and the development of working relationships to achieve tangible improvements in business performance and drive business development.
D	Work with others including the Royal Sutton Coldfield Town Council, the Birmingham City Council, Sutton Coldfield Chamber of Commerce, landlords and commercial agents to attract other businesses to build on and take advantage of the strengths of the town, which generates business confidence to invest and grow.
E	Monitor foot-flow, commercial performance and customer perceptions across the town centre and provide regular reports and performance updates.
F	Seek match funding, grant opportunities and other sources of revenue, both financial and in-kind, to increase value and enhance the BID budget to enable us to achieve our vision and objectives.

Measures and Results

- Reduced levels of vacant and derelict properties across the Sutton Coldfield town centre.
- Increased level of investment in existing and new businesses.
- Monitoring of footfall and sales performances across Sutton Coldfield town centre.
- Increased range of businesses and organisations.
- Numbers of businesses actively engaged in BID activities and the use of and their association with Sutton Coldfield in their own marketing and promotion.
- Improved perception of attractiveness and business offer of the town.

“ WAA Chosen are proud to be located within the Sutton Coldfield Town Centre BID area and will be voting for the BID to continue because the BID has been brilliant in promoting businesses, and encouraging people back into the town through promotional videos.

WAA Chosen, Ellen Spencer – Operations Director



The BID area

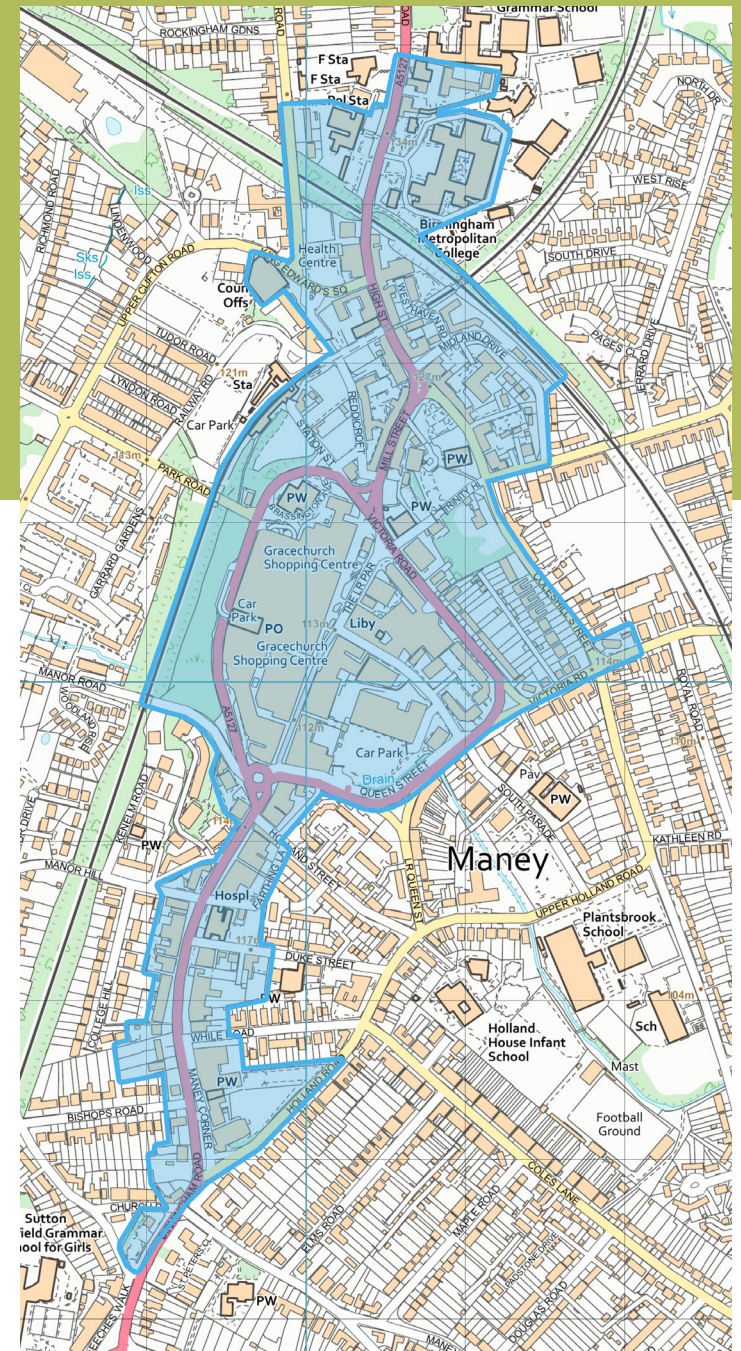
The shaded area represents the full extent of the Sutton Coldfield Town Centre Business Improvement District.

The BID covers those businesses, whose rateable value is £7,500 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.

“ Having only been open in Sutton Coldfield Town Centre for less than a year, the support that the BID has offered us already has been invaluable. The BID team welcomed us into the area and gave us all the help and assistance we needed being a new business in the area. We will be voting YES in the upcoming ballot to ensure this support continues.

Rhodehouse, Terry Monaghan – Owner



We need the BID to continue

“ We will be voting YES

for the Sutton Coldfield Town Centre BID to continue as the BID has helped to promote the area to encourage people into the town and also helped to increase footfall through special events such as the food festivals and the Birmingham Jazz Festival.



Simpsons Gin Bar, Anne Marie – Owner

“ We will be voting YES for the BID to continue for a third term due to support provided from the BID through ‘Networking’ sessions which has helped us to network with other businesses and share our ideas.



Robson Lister, Stephen Roberts – Director

“ The BID has helped our business to operate efficiently through the pandemic with their

useful updates on the current government guidance and grants available that could help my business, we will be voting YES for the BID to continue.



Adventure Graphics, Warwick Kay – Owner

“ I think the BID team is vital for Sutton Coldfield town. It creates the environment

for shops and businesses to encourage the staff that we need for our businesses to come and join our community.



MPL Contact, Geoff Southall – Director

“ The BID works closely with national and local businesses. We support the Sutton Coldfield Town Centre BID due to the BID’s efforts to recognise the hard work of the businesses in the town centre. The Works was awarded a customer service award which gave us a real boost and through winning the award and all the social media campaigns surrounding the award helped to encourage more customers to our businesses, vote YES for this business support to continue.



The Works, Lee Davis – Store Manager

**VOTE
‘YES’**

The Budget



Average Annual
Levy Income
£229,088



Objective 1
Annual Average
£92,154



Objective 2
Annual Average
£45,092



Objective 3
Annual Average
£45,092

Sutton Coldfield Town Centre BID budget: 2022–2027

Three great changes to the levy

The Sutton Coldfield Town Centre BID Company has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy as they start to recover from the challenges of the last year and a half and the requirement to ensure that the BID is able to deliver best value. As a result the Board has made three key changes to the levy as follows:

- 1** the levy is reduced for the first fifteen months to 1.25% which is even lower than the 2017 level.
- 2** reserves accumulated as a result of the limitations on normal delivery during COVID are being used to supplement the first fifteen months of the budget of this new term.
- 3** 100% relief for any business ratepayer who is legally required to cease use of their premises.

	Jan-Mar 2022	Ap - Mar 23	Ap - Mar 24	Ap - Mar 25	Ap - Mar 26	Ap - Dec 26	Total
Income							
BID levy revenue (Note 1)	£48,308	£193,230	£234,396	£239,084	£243,866	£186,557	£1,145,440
Reserve B/F from first BID (Note 2)	£9,143	£36,570	£-	£-	£-	£-	£45,713
Other Income (Note 3)	£5,750	£23,000	£23,460	£23,929	£24,408	£18,672	£119,219
Total Income	£63,200	£252,800	£257,856	£263,013	£268,273	£205,229	£1,310,372
Expenditure							
Objective 1 – Vibrant and promoted	£23,740	£91,960	£92,066	£92,174	£92,284	£68,548	£460,772
Objective 2 - Safe and Secure	£11,250	£45,000	£45,050	£45,101	£45,154	£33,905	£225,460
Objective 3 - Business Growth and Investment	£11,250	£45,000	£45,050	£45,101	£45,154	£33,905	£225,460
Central Management Costs, Administration, Office (Note 4)	£12,375	£49,500	£50,490	£51,500	£52,530	£40,185	£256,580
Loan repayment (Note 5)	£-	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Levy Collection costs	£1,713	£6,850	£6,987	£7,127	£7,269	£5,561	£35,507
Contingency (Note 6)	£2,873	£11,490	£11,720	£11,954	£12,193	£9,328	£59,558
Total Expenditure	£63,200	£252,800	£254,363	£255,957	£257,583	£194,432	£1,278,336
Accrual for Renewal (Note 7)	£-	£-	£3,492.96	£7,055.78	£10,689.85	£10,797.46	£32,036

Notes

1. Assumes a 95% collection rate and 2% per annum inflation starting yr 2022/23

2. Reserves from BID injected into first fifteen months

3. Including income from landlords, associate members of the BID and other sources (including in-kind)

4. Central admin, office and fixed overheads – project management time spent on direct delivery of projects is accounted for within each of the budget lines for each Objective

5. Loan received from Birmingham City Council to support the renewal process

6. Calculated as 5% of total levy billed

7. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

What it will cost you

The levy is based upon a property's rateable value. In the billing cycles of the 1st January 2022 and 1st April 2022, the levy will be charged at 1.25% of the rateable value for properties. For the billing cycle of 1st April 2023 the levy will be 1.53% (this equates to the same levy % as used in 2018).

For the smallest business in the Business Improvement District, the weekly cost is less than the cost of a coffee from a coffee shop and even for a larger business; the weekly cost is less than the price of a coffee a day.

How the cost breaks down

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £7,499	Zero	Zero	Zero	Zero
£7,500	1.25%	£94	£1.80	£0.26
£10,000	1.25%	£125	£2.40	£0.34
£25,000	1.25%	£313	£6.01	£0.86
£75,000	1.25%	£938	£18.03	£2.57
£150,000	1.25%	£1,875	£36.06	£5.14
=> £333,600	Capped	£4,170	£80.19	£11.42

VOTE
'YES'

The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving Sutton Coldfield Town Centre.

Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st September of the year before the next billing process, whichever is the greater. Inflation will not be applied for the second billing cycle where the chargeable period starts on the 1st April 2022.

This prospectus should be read in conjunction with the budget and levy criteria to be found in the full Business Improvement District Proposal and Business Plan accessible on www.suttoncoldfieldtowncentre.co.uk or by contacting the BID team on **07970 885743** or M.Bushell@birmingham-chamber.com

Monitoring Success

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, working with the local authorities and other public bodies and the police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

The Royal Sutton Coldfield Town Council and Birmingham City Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



Governance

The preparation of this BID Proposal has been managed by the Sutton Coldfield Town Centre BID Ltd which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of the Sutton Coldfield Town Centre BID Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects. It will continue to be driven by the private sector and includes two Councillors from Royal Sutton Coldfield Town Council and two Councillors from Birmingham City Council as Directors.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.



Ballot timetable

Ballot and voting

Businesses in Sutton Coldfield Town Centre will be asked to vote on whether or not they wish the Sutton Coldfield Town Centre BID to implement the business plan over the next five years 2022 to 2027.

Ballot papers will be sent out on Thursday 7th October 2021 to the person identified in the specially prepared register of potential voters held by Birmingham City Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm Thursday 4th November 2021.

The result will be announced on the following day.

Timetable

Ballot period begins

Thursday 7 October 2021

– Ballot papers issued

Ballot period ends

Thursday 4 November 2021

– Ballot closes at 5pm

Friday 5 November 2021

– Ballot results announced

Saturday 1 January 2022

– Operations of the new BID start

The importance of voting

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st December 2021 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

and



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

VOTE
'YES'

Get involved – this is your BID.

Vote **YES** in the BID Renewal ballot

VOTE 'YES'





Final thoughts – Vote ‘Yes’

No town or business exists in isolation and they are all interdependent. The town is made up of the service sector, the restaurant quarter and the retail sector and in reality we are all stakeholders of the town and as such we all want the same thing. That is to see it remain vibrant and used by the people who work, live, and shop in the area and to encourage visitors to the town.

By working in unison and collaborating with Royal Sutton Coldfield Town Council and Birmingham City Council and supporting the councils in delivering and promoting the town's masterplan we have a huge opportunity to survive and take advantage of the huge changes and trends in how people are living their lives and we can support these changes into the future. This is why voters need to vote “yes” to ensure that the business people in the town have a voice and ensure that we end up with a town fit for purpose.

The list of achievements of the BID are impressive in terms of street cleaning, marketing, the Food Festivals etc. and these are the elements that ensure that the town remains vibrant and also give it a unique selling point and show that Sutton Coldfield people care about their town. The BID keeps Sutton Coldfield on the map and ensures its attributes are promoted. The annual Expo brings around sixty local businesses and Sutton Coldfield-based community organisations to the town

to showcase what they do and to network and there is a huge pride in the community work that is done in the town and these are some of the town's attributes.

Another important element of the BID is that of lobbying and over the last two BID terms it has influenced policy on Street Lighting on the Parade etc. The most recent policy change was brought about by the BID working with Royal Sutton Coldfield Town Council and MP Andrew Mitchell to change the policy on the Cycle Lane that was installed on Brassington Avenue.

This is an exciting time to be part of the changes and a vote “yes” for the BID brings huge opportunities alongside increased collaboration and delivery of the Sutton Coldfield Town Centre Masterplan to make a difference to the town to ensure its future is bright and that it is a great place to do business.

Angela Henderson
The Gracechurch Centre
Chair of Sutton Coldfield Town Centre BID

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on www.suttoncoldfieldtowncentre.co.uk or by contacting BID team on **07970 885743** or M.Bushell@birmingham-chamber.com