



**Statutory Explanatory Notes  
1st April 2020 – 31st March 2021**

**What is the Retail Birmingham Business Improvement District (Retail BID)?**

Retail Birmingham Business Improvement District (Retail BID) is a defined geographical area within Birmingham city centre where businesses voted (in accordance with the Local Government Act 2003 and Business Improvement Districts (England) Regulations, 2004) to invest collectively in additional projects and services, prioritised by businesses, to address key issues and enhance their trading environment.

The services and projects delivered by Retail BID are principally funded via a levy, payable by all of the BID's business ratepayers and collected by Birmingham City Council on behalf of the BID. The funds are then passed to Retail Birmingham Limited which is an independent and private sector led 'not for profit' company to invest in line with the BID Proposal and the approved annual Business Plan.

Retail BID is one of 12 current Birmingham BIDs including Colmore, Jewellery Quarter, Southside and Westside in the city centre, together with Acocks Green, Erdington, Harborne, Kings Heath, Northfield, Soho Road and Sutton Coldfield.

**When did Retail BID start and for what duration?**

Following a successful ballot of eligible businesses in 2006, the first five-year Retail BID term commenced on 1<sup>st</sup> April 2007 and ended on 31<sup>st</sup> March 2012. A successful renewal ballot was held in 2011, enabling the second BID term to run from 1<sup>st</sup> April 2012 to 31<sup>st</sup> March 2017. In 2016, a further renewal ballot was held, 46% of eligible businesses voted and of those, 79% voted by number and 86% by rateable value in favour of renewing Retail BID. The third term commenced on 1<sup>st</sup> April 2017 and will end on 31<sup>st</sup> March 2022.

Towards the end of the third term, Retail BID Board of Directors may propose a renewal of the BID for a further five-year term (to commence 1<sup>st</sup> April 2022). Full consultation will be conducted on the content of a new BID proposal and levy payers will then have the opportunity to vote either for or against the BID renewal in an independent ballot.

**How is the BID Levy liability calculated?**

The levy is charged at 1.0% of the rateable value for each hereditament with a rateable value of £10,000 and above, as assessed in the Local Non-Domestic Rating List 2017, as at 1<sup>st</sup> April 2017.

The BID levy is payable for the whole year in April of each year and is adjusted in line with the annual inflationary or deflationary factor for Local Non-Domestic rate bills as calculated by HM Government. Changes to rateable values in updates of the Local Non-Domestic Rating List 2017 will be reflected in a corresponding change to the BID levy payment for the following financial year. Details of the final rate of the BID levy can be found on the bill enclosed with this document. Full information on the application of the BID Levy Rules can be found in the Retail BID Proposal document for 2017-2022.

**Retail BID's previous year 1<sup>st</sup> April 2019 to 31<sup>st</sup> March 2020**

In 2019/20 the billing authority (Birmingham City Council) sought to collect £460,000 in BID levy on behalf of Retail BID. The BID has been successful in securing voluntary contributions from non-levy paying stakeholders (Bullring, Grand Central and The Mailbox).

The total budget has funded many key activities including, safety, street cleansing, marketing campaigns and information provision. In response to demand from members, Retail BID's Business Patrol Team was expanded to help tackle street issues and the City Safe Birmingham crime reduction partnership and digital radio scheme was launched.

Further information is available in the Retail BID Edit Magazine, [www.retailbirmingham.co.uk](http://www.retailbirmingham.co.uk), the consumer facing website [www.shoppinginbirmingham.com](http://www.shoppinginbirmingham.com), or by contacting Retail BID.

## **What is the BID Budget and Plans for 1<sup>st</sup> April 2020 to 31<sup>st</sup> March 2021?**

The projected revenue to be raised from the BID levy in 2020/2021 is estimated at £460,000.

For 2020/2021, the Retail BID will continue to work on its three key priority areas to improve the trading environment (The Birmingham Welcome), promotion and events (The Birmingham Experience) and increase business and provide support (Team Birmingham). It will continue partnership working with Birmingham City Council, West Midlands Police, Network Rail, Transport for West Midlands and other organisations.

The Retail BID Board will approve the Business Plan for 2020/2021 at its meeting on 13<sup>th</sup> February 2020. This will include the following areas:-

### **THE BIRMINGHAM WELCOME (Street Scene)**

- Full-time team of Business Patrol Officers to support members and ensure the city centre retail area remains safe and welcoming for customers and staff
- Work in partnership with Birmingham City Council, West Midlands Police and others to address 'street nuisances' including beggars, rough sleepers, buskers, pedlars, fundraisers and preachers
- Expand the work of the City Safe Birmingham digital radio network, working with West Midlands Police and partners, to reduce retail crime, through engagement, offender detection and crime reporting
- Deep cleansing programme to remove chewing gum and grime from pedestrian areas and pavements, improving cleanliness in the retail area, working with Birmingham City Council
- Investment in significant floral decoration throughout the retail area to create a welcoming and pleasant environment
- Strategy and delivery of public realm improvements and major projects, working with Birmingham City Council
- Ensure 'business as usual' during construction works to minimise disruption, liaising with Birmingham City Council and contractors

### **THE BIRMINGHAM EXPERIENCE (Marketing and Events)**

- Seasonal shopping campaigns and promotion around key retail dates throughout the year
- Campaigns to support the independent sector
- Maintain and promote the consumer website [www.shoppinginbirmingham.com](http://www.shoppinginbirmingham.com) with a full up-to-date directory of member businesses
- Social media activity promoting businesses on Facebook, Twitter and Instagram @shoppinginbham
- City Centre Shopping Maps distributed region-wide, throughout the year at hotels/visitor centres and commuter hubs with a digital version available online at [www.shoppinginbirmingham.com](http://www.shoppinginbirmingham.com)
- Work with partners to promote city centre events and activities to support and promote members throughout the year

### **TEAM BIRMINGHAM (Member Support and Communication)**

- Regular briefings, visits and support for members throughout the year on all issues of concern
- Regular city centre e-bulletins for members
- Retail BID Edit Magazine featuring city centre and member news
- Member text messaging service to all retail managers and owners in the retail area
- Retail Birmingham Member website [www.retailbirmingham.co.uk](http://www.retailbirmingham.co.uk) with up-to-date information for retailers

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

Birmingham City Council, Revenues, PO Box 5, Birmingham B4 7AB  
Telephone: 0121 303 5509      Email: [business\\_rates@birmingham.gov.uk](mailto:business_rates@birmingham.gov.uk)  
Textphone (for those with hearing difficulties): 0121 303 1119 – for registered users only.

### **Enquiries about the Retail BID and its services can be made by contacting:-**

Retail Birmingham Limited, Level 4 Upper Mall West, Bullring, Birmingham B5 4BU  
Telephone: 0121 643 3896      Email: [contact@retailbirmingham.co.uk](mailto:contact@retailbirmingham.co.uk)

For further information about the Retail BID, please visit [www.retailbirmingham.co.uk](http://www.retailbirmingham.co.uk)