



# **Erdington Business Improvement District**

**01 April 2020 - 31 March 2021**

## **Statutory Explanatory Notes (Supplementary)**



# **ERDINGTON BUSINESS IMPROVEMENT DISTRICT (BID)**

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### **What is the Erdington BID?**

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

- In March 2007, eligible business ratepayers in the proposed BID area voted in favour of the Erdington BID, to proceed for a five year period from 1st July 2007 to 30th June 2012.
- A second BID proposal to continue from 2012 until 2017 was voted for successfully in November 2011.
- A third BID proposal to continue for 5 years from 1<sup>st</sup> July 2017 to 30 June 2022 was voted for successfully in November 2016.

The purpose of the Erdington BID is to provide a range of new or additional services and projects designed to improve the business environment. These will, in part, be funded via a BID levy charge.

This charge is payable by business ratepayers and will be collected by Birmingham City Council in much the same way as business rates.

The Erdington BID was secured by a legal process, and therefore the BID Levy must be paid. Non payment of the BID would be as enforceable as non payment of business rates.

These funds are, however, ring-fenced for the BID area, and will be managed by Erdington Town Centre Partnership, a not-for-profit company, limited by guarantee, on behalf of the business community. Investment will be undertaken in line with the approved BID Proposal. (Supplied upon request).

All BID levy payers can become members of the Town Centre Partnership, to have the right to attend and vote at General Meetings.

### **What is the start date and duration of the 2017-2022 BID?**

These BID arrangements commenced on 1<sup>st</sup> July 2017 and will operate until 30th June 2022.

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

The BID levy charge of 1.75% is calculated from the Non-Domestic Ratings List (2017), which will apply also for future bills in the 2017-2022 BID period.

The following will apply:

- The BID levy is normally payable for the whole year on the 1<sup>st</sup> April of each year.
- The annual levy will be apportioned on a daily basis where properties are taken out or brought into the rating list.
- No exemptions will be granted for void or partially empty premises.
- In the event of rateable values being retrospectively reassessed (upwards or downwards), BID values for each levy payer will remain unchanged for the 2017-2022 BID period.

### **What is the annual BID budget?**

- The projected total revenue to be raised from the BID levy and any voluntary contributions is estimated to be £99,000 per annum.
- This amount does not include any provision for bad debts or charges that may be imposed by Birmingham City Council.
- It also does not include additional external funding gained by the Erdington Town Centre Partnership to enhance the BID amount, and increase spending in the services below.

### **What services will be provided up to 31 March 2021?**

Details of the BID's annual activities are set out in the 2016 BID Proposal Document (copy available upon request). In approximate summary these are:

- Environmental & Greening - £19,000
- Marketing & Events - £24,000
- Safety & Security - £18,000
- Business support - £34,000
- Contingency - £4,000.

### **Estimated Total: £99,000**

The percentage mix of these items may vary, but will remain true to the guidelines set down in the 2016 BID Proposal Document.



## What did the Erdington BID do in 2019 and what are the plans for 2020?

During 2019 the BID team carried on with delivering the promises made in the first BID of 2007, namely:



### **Town Centre Promotion:**

To promote Erdington as a vibrant shopping centre full of choices. This is done by:

- The 'Erdington' magazine, 10,000 copies six times a year to homes and businesses in Erdington and Stockland Green
- Events - the Erdington Village Fete, the Erdington Food Festival and Christmas celebrations.
- Social media and the BID website, are used on a daily basis to promote the BID area.

### **Security:**

A dedicated BID warden serving the town centre area, backed by a radio link system covering 40 shops, and working in tandem with the police, to make Erdington a safe shopping area.

### **Displays:**

The BID supplies floral enhancements throughout the year and Christmas lights for the town centre.

**Investment:** The BID means that over £½ million is invested in the town centre in a 5 year period.

### **A Voice:**

The BID will always represent businesses in the BID area to gain the best for Erdington. We will work with Birmingham City Council and the government to gain investment for the area and to continue a programme of improvement and modernisation.

### **Future High Streets Fund:**

The Erdington BID will be working with Birmingham City Council and our councillors to secure up to £16m of funding for town centre improvements over the next 5 years

### **Town Centre Management:**

The BID Manager offers a link for retailers to voice concerns and seek advice for multiple issues.