



What is Kings Heath BID?

Kings Heath BID is a business improvement district (BID) which operates within Kings Heath shopping centre. Set up in accordance with the Local Government Act 2003, it is a not-for-profit company, limited by guarantee and principally funded by a levy.

This levy is used to provide additional projects and services to those provided by Birmingham City Council and other public agencies. The company is governed by a voluntary board of directors who represent a cross-sector of the town's business community. They are responsible for overseeing the delivery of the agreed business plan. A dedicated team is delegated responsibility for its delivery and the management of the company.

Kings Heath BID is one of 12 BIDs set up in Birmingham and is currently in its third term, which runs from 2018-2023. The company will need to seek a renewal ballot to operate for a further term.

Full details of our projects and services, and our business plan can be found on our website at www.enjoykingsheath.com

How is Kings Heath BID funded?

Kings Heath BID is principally funded through a levy on non-domestic premises operating within the BID area. The BID area can be viewed on our website. The levy is set at 1.75% of the rateable value of properties on the 2017 Non-Domestic Ratepayers rating list in accordance with the business plan. Businesses with rateable values below £5000, are exempt from the BID levy. The projected levy income for 2020-21 is approximately £136,320. In addition to the levy, Kings Heath BID will aim to generate £10,000 of additional funding to contribute towards the delivery of the business plan.

Our achievements in 2019/2020

Clean, Green and Safe

Our street warden continues to operate 6 days a week, helping to catch shoplifters and reduce anti-social behaviour on the High Street. In the calendar year 2019, our warden caught and detained over 170 shoplifters – this excludes assistance to in-store security in detaining shoplifters. The street warden is backed up with an online Shop Watch scheme which members can access. This Shop Watch scheme contains photographs and details of shoplifters caught in Kings Heath.

The warden also deals with anyone begging or sleeping rough. He provides assist to them, to encourage to stop begging and find accommodation. To help in this process, the Kings Heath BID has set-up a charitable arm called: Kings Heath Helping the Homeless. This charity collects

money through public donations, which are then used to help anyone begging or sleeping rough in the BID area.

Also, during 2019, Kings Heath BID started a monthly residents litter pick of the BID area. This has proved to be very popular, attracting, on average, 15 residents each time.

Promoted and Marketed

The BID continues to maintain an active social media presence, promoting businesses throughout the year. Our facebook page – enjoykingsheath – has over 6000 followers.

Vibrant and Accessible

The BID has organised numerous events throughout the year to attract shoppers to Kings Heath. Our annual Street Festival in September 2019, attracted 13,500 visitors.

We held several smaller events, which were great successes. These included: the annual Christmas Lights; Classic Car + Coffee meet; financial support towards the Spring and the Autumn Flower Show; various treasure hunts during school holidays; regular photographic competitions with public voting inside numerous cafes.

Supporting Your Business

This year we held two 1-hour social media training courses which have proved to be popular.

Plans for 2020/21

We will continue to provide the same level of service as in 2019/20, but with the following additions:

The Street Festival will take place on Sunday 13th September and will be expanded into the High Street. The High Street will be closed from Silver Street to Poplar Road. If weather conditions prove favourable, we believe the event could attract up to 30,000 visitors.

We hope to make the resident litter picks a fortnightly event, with machinery, such as a pavement vacuum cleaner, in support. We will also start to employ a graffiti removal team to remove graffiti tags from business premises

We will increase the variety of training sessions for businesses to participate in.

How to contact us

If you would like to be on the Kings Heath BID e-mail list or wish to have access to the Kings Heath ShopWatch scheme, please e-mail us on martin@enjoykingsheath.com or alternatively telephone us on 0121 444 5166.