



SOHO ROAD BUSINESS IMPROVEMENT DISTRICT CIC

Annual Statement

April 2020

Dear Business,

You are receiving this levy invoice because you are an eligible business within the Soho Road Business Improvement District (BID). We are sending you this annual statement to highlight BID activities and give you a breakdown of the activities for the 2020/21 financial year. Soho Road BID CIC is a business led initiative to improve the trading environment of businesses within the Soho Road BID area. A committee of volunteers drawn from private businesses and partner organisations that pay the BID levy meet regularly to oversee the delivery of the business plan (www.sohoroadbid.org/business-plan), which identifies how the funds are spent in line with business priorities that were set by you.

Our Achievements

Soho Road BID has delivered a range of projects all designed to improve the environment, reduce Anti-Social Behavior, promote the town center and to enhance the overall town center experience. Some key highlights include the spectacular annual Diwali event, winter lighting program, Heart of England in Bloom Silver Gilt and category award winner, public realm improvements, delivered Change into Action program, delivered a free town center Wi-Fi scheme, B21 Wedding Central was launched at the Midlands Asian Wedding Awards and finally the further development of the Ambassador programme.

In this BID term we have lots of exciting activities planned. Some of the projects being developed at the moment include:-

- **Handsworth Hero's Awards** – Introduction of the first Handsworth Hero's awards. This program will be awarding businesses, community groups and local citizens for excellence and making the area a better place to be. The first awards program is planned for May 2020. More information on how to enter and become part of the awards will be released shortly.
- **Summer Activity Program** – This year for the first time we will be running 5 activity days over the summer months. This will be primarily aimed towards family activities on a Friday throughout the summer holidays to increase footfall.
- **Food Festival** – We will be launching the first ever Soho Road BID Food Festival at the end of the summer holidays. This will give food businesses within the area an increased visibility to new and old customers.
- **Perception Surveys** – Continuation of a yearly perception surveys so our businesses and shoppers can tell us what they think of the town center which will help us direct future projects. It will also mean we can build up a baseline of how people perceive the centre and how that changes over time. The surveys will take place at the same time each year and results will be fed back at the AGM in Nov 2020.
- **Soho Road BID Online** is an ongoing project working with University College Birmingham. Identifying how digitally savvy our businesses are and how we can help them create a better online presence. Part of the project will also be to create an online map which allows users to click on a business name and it takes the user directly to their businesses website.

Soho Road Business Improvement District (BID)

Summary of BID financial Arrangements 2019/20

At the beginning of the last financial year Birmingham City Council, the billing authority, was due to collect levy payments totalling £227,881 from 718 individual accounts relating to businesses that have operated in the BID during the period 1 April 2019 to 31st March 2020. By the close of the 2019/2020 financial year the council will have collected over 90% of the BID levy. The Soho Road BID accounts are available to see on www.sohoroadbid.org/end-of-year-accounts they are presented at our annual AGM in November each year.

2020/21 Financial Breakdown

Income comes from levy collection raising approximately £244,320 to spend on projects. Following the BID Rules on Page 17 of our business plan there will be a 3% inflation rate added to your levy bill from the 1st April 2020 with a maximum levy of £5,000 per year per hereditament. In accordance with the new Business Plan income for the forthcoming year 2020/2021 will breakdown as follows

Budget Area	Predicted Spend
Business Crime Reduction Partnership	£104,260
Events and Marketing	£28,540
Environment	£27,110
Winter Lighting	£25,880
Management and Office costs	£34,100
Contingency and provisions	£24,430
Total	£244,320

More detailed information on our projects, activities and individual areas of operation including budget allocations please visit www.sohoroadbid.org

If you have any questions or would like to meet with the BID team, hear more about any of the projects we deliver or get more involved please contact us on:

Diane Mansell
Soho Road BID Manager
Suite 2 118a Soho Road
Handsworth
Birmingham
B21 9DP

bidmanager@sohoroadbid.org

0121 554 6967

Facebook/twitter/LinkedIn/WhatsApp/Instagram/Snapchat

A copy of the annual report is available on our website.

Soho Road BID is a Community Interest Company registered in England: No 09000517

