



sutton coldfield  
town centre bid – making it happen

# Sutton Coldfield Town Centre Business Improvement District (BID)

## **Statutory Explanatory Notes**

APRIL 2020

### **What is the Sutton Coldfield Town Centre BID?**

The Sutton Coldfield Town Centre Business Improvement District (BID) is a precisely defined geographical area 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.

### **The BID formally commenced on 1st January 2012 for a five year period following a ballot of eligible businesses in the town centre.**

Further information can be found at [www.suttoncoldfieldtowncentre.co.uk](http://www.suttoncoldfieldtowncentre.co.uk). The BID secured a further five year term from 1st January 2017 at a ballot held in June 2016.

The Sutton Coldfield Town Centre BID is one of twelve BIDs in Birmingham, including Westside (Broad Street), Retail Birmingham, Colmore Business District, Southside, Acocks Green, Northfield, Erdington and Kings Heath, Jewellery Quarter, Soho Road and Harborne.

### **What does the Sutton Coldfield Town Centre BID do?**

The Sutton Coldfield Town Centre BID will provide a range of new or additional services and projects designed to improve the business environment. Details of the BID's activities are set out in the approved BID Proposal document available on [www.suttoncoldfieldtowncentre.co.uk](http://www.suttoncoldfieldtowncentre.co.uk).

**For the 12 months April 2020 – March 2021, the BID intends to:**

<p><b>Environment</b></p>	<ul style="list-style-type: none"> <li>• Carry out targeted ‘deep cleans’ of paved areas throughout the whole BID area and to litter pick on public car parks throughout the town centre on a regular basis.</li> <li>• Enhance the public realm including greening and floral displays on lamp-posts on High Street, the Parade and Birmingham Road, working in collaboration with Sutton Coldfield Town Council.</li> <li>• Christmas lighting to cover High Street, Mill Street, the Parade and Birmingham Road.</li> </ul>
<p><b>Marketing &amp; Promotion</b></p>	<ul style="list-style-type: none"> <li>• Continue to promote the town centre as a ‘Restaurant Quarter’.</li> <li>• Continue to promote the later evening and night time economy as part of Sutton Night Life.</li> <li>• We will continue to promote the Sutton Card and ‘app-based’ loyalty scheme.</li> <li>• Promote business in the town centre via PR and social media.</li> <li>• Deliver the key business and community Expo in September.</li> <li>• Develop and run with partner organisations the fourth Sutton Month of Music at venues across the town centre in July 2020.</li> <li>• Work with specialist event organisations to run a range of focused festivals during the Spring, Summer and Autumn.</li> <li>• Work with the Gracechurch Centre to organise and run the Christmas lights switch on event in November.</li> <li>• Continue to promote activities in the town centre by means of a printed and on-line What’s On guide.</li> </ul>
<p><b>Business Support</b></p>	<ul style="list-style-type: none"> <li>• Build on the successful launch of the ‘networking’ series of events and meetings, targeted at business owners and managers in the town.</li> <li>• Develop and run further business development events with high profile speakers.</li> </ul>
<p><b>Voice for Business</b></p>	<ul style="list-style-type: none"> <li>• Represent the views of the business community in the development of the town centre masterplanning exercise which is currently on-going.</li> <li>• Represent the views of town centre businesses on key issues which affect their ability to do business, in particular over issues with public realm, transport and the implications of the proposed Langley and Peddimore schemes and how they will affect the town centre.</li> </ul>

### **How will the Sutton Coldfield Town Centre BID be funded?**

The BID's activities will principally be funded via a **BID levy** charge of 1.5% of rateable value (at 2010 values) as at 1st January 2017 with a 3% annual inflationary factor for local non-domestic rate bills calculated by the Government for the 2018/19 financial years onwards. This charge is payable by business ratepayers and is collected by Birmingham City Council on behalf of the Sutton Coldfield Town Centre BID at no cost to the BID.

The funds will then be passed to **Sutton Coldfield Town Centre BID Limited**, a private sector led 'not for profit' company, to invest on behalf of the business community, in line with the approved BID Proposal.

The estimated total revenue to be raised from the BID levy in **2020/21** is approximately £270,000 as the period covered is April 2020 – March 2021. The board will work hard throughout the remainder of the BID's term, to secure further funding from other partners, including matched funding and grants.

### **How will the Sutton Coldfield Town Centre BID be delivered?**

The BID's activities will be delivered by, **Sutton Coldfield Town Centre BID Limited** with a Board of Directors directly accountable to the BID levy payers.

In line with the BID Proposal, all levy payers are invited to become members of the BID Company over the coming months.

The **BID Manager**, will be responsible for directing all projects and services and representing the District for the benefit of levy payers.

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

The BID levy is charged at 1.65% of rateable value as at 1st April 2021 on all non-domestic properties within the BID area that are listed on the Local Non-domestic Rating List (2010 valuations). The following will apply:

- 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.
- Charity shops and NHS properties will be exempt from the levy.
- Other charitable organisations in receipt of mandatory charitable relief from rates will receive an 80% allowance.
- Hereditaments with rateable values below £7,500 will be exempt from the levy in the BID's first term.
- The maximum levy payable will be £5,000 per hereditament.

The BID levy is payable for the whole year on the 1st April of each year and will be increased each year by the annual inflationary/deflationary factor for local non-domestic rate bills as calculated by the Government.

Please note that the development of the BID Proposals, consultation process and the Ballot were funded by a number of partners – as listed in the BID Proposal document.

**What is the duration of the Sutton Coldfield Town Centre BID?**

The BID arrangements commenced on 1st January 2017 and will operate for five years until 31st December 2021. There will be a ballot for the renewal of the BID, to be held in 2021.

**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)

**Enquiries about the Sutton Coldfield Town Centre BID and its services can be made by contacting:**

The BID Manager  
c/o United Reformed Church  
1 Brassington Avenue  
Sutton Coldfield  
B73 6AA

Telephone: 07970 885743

Email: [info@suttoncoldfieldtowncentre.co.uk](mailto:info@suttoncoldfieldtowncentre.co.uk)