



WESTSIDE BUSINESS IMPROVEMENT DISTRICT (BID)

Statutory Explanatory Notes

January 2020

What is the Westside BID?

The Westside Business Improvement District (BID) has been established in a precisely defined geographical area within Birmingham, to deliver additional services to those provided by the local authority and the police. Within the BID area, 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 businesses environment.

Documentation will be dispatched on Thursday 5th March 2020 and returned no later than Thursday 2nd April 2020 for a postal ballot of eligible business ratepayers in the proposed BID area. Further information regarding the BID can be found at www.westsidebid.co.uk.

We would encourage a yes vote so that we can continue to provide qualitative and welcomed additional services.

What does the Westside BID do?

The BID promotes mutual and active support by stakeholders, partners and customers in upholding and delivering the BID's vision for the Westside area. It aims to promote the conditions necessary to establish and maintain the BID. It promotes the economic wellbeing and works to improve and manage the environmental quality of the BID area.

The BID started with the tagline "Cleaner, Brighter, Safer", and to ensure it can meet that remit, it provides various services. These include:

- **Street Wardens:** To patrol the area in order to ensure it is welcoming, to deter criminal activity within the area and provide a pastoral function to visitors and businesses within the area.
- **Decorative Lighting:** To enhance the overall aesthetic of the area.
- **Street Cleaning:** To provide additional cleaning services to those under Birmingham city council's remit.
- **Events:** To organise various events to help businesses network and promote themselves, as well as events to raise the profile of Westside and bring positive media coverage and increased footfall.
- **Grounds Maintenance and Floral Enhancement** – To provide floral arrangements consisting of hundreds of blooms each year to brighten up Westside attracting new businesses and visitors to our area.
- **A Radio Link:** 24/7 radio link to keep our area secure –reducing crime and the fear of crime.
- **Walk of Stars:** Mirroring the Hollywood Walk of Stars, we pay tribute to the leading figures in the Midlands who have achieved so much locally, nationally and internationally.

- ***A strong lobbying voice and vision for the future:*** Leading Westside by delivering new public transport access to Broad Street.
- ***Master planning:*** Providing and pursuing a bespoke future for Westside by carefully considered concepts for our built environment.
- ***Artistic Centres:*** The development of the Black Sabbath Bridge and Bench now a major tourist attraction is the first of novel art implementations created by the BID.

How is the Westside BID funded?

The principal source of funding is the annual BID levy which will be applied to all eligible business ratepayers in the BID area. This is applicable to all licensed premises and businesses with a rateable value of £10,000 and above. This BID levy is calculated at 2% of the rateable value of pubs, bars, clubs and casinos outside of Brindleyplace and Broadway Plaza. All other businesses including hotels, restaurants, leisure and conference centres, offices, shops, public car parks and businesses within Brindleyplace and Broadway Plaza will be charged 1% of their rateable value.

This charge is payable by business ratepayers and is collected by Birmingham City Council on behalf of Westside BID. The funds are then passed on the Westside BID 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 between £604,600 and £664,152. The BID Team also works to secure funding from other partners and funding streams. Some reductions for confirmed charitable establishments. Full details available direct from our office luisa.huggins@westsidebid.co.uk.

Contact Information

For payment or liability information:

Tel: 0121 303 5509

Email: business_rates@birmingham.gov.uk

In writing (quoting your account reference number): Birmingham City Council,
Revenues,
PO Box 5,
Birmingham,
B4 7AB

Customers with hearing difficulties can call 0121 303 1119 (this service is for registered users only).

For information about the Westside BID and its services, please contact:

Westside Business Improvement District

Tel: 0121 439 1923

10th Floor, Quayside Tower

Email: info@westsidebid.co.uk

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Birmingham

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