

BID2 PROPOSAL 2012-17

PROMOTE ENHANCE DEVELOP

A Business Improvement District for Birmingham City Centre Retailers

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PROMOTE
ENHANCE
DEVELOP

INTRODUCTION MAKING BIRMINGHAM THE BEST



Jonathan Cheetham
Chair Retail Birmingham

“ I URGE YOU TO
VOTE YES
IN OCTOBER

This is the final year of our first term. Retail Birmingham has been working for you, our members, since 2007.

In these challenging economic times, communities need to come together and work with each other to insulate themselves. Doing nothing is not an option with Birmingham City Council facing financial constraints. Retail Birmingham is here, working for you, with you, to protect our city centre from the uncertainties that lie ahead. Our marketing and events programme has made a significant impact at a national level, and we're working hard to alter long-standing negative stereotypes of Birmingham to ensure we remain not just a key regional retail destination, but also develop as a true world class city.

Over the next five years Birmingham will see a massive change to its transport infrastructure bringing with it significant benefits for city centre retailers. New Street Station and the Midland Metro extension will reshape our city core; Retail Birmingham is ensuring that your needs are represented at the highest level within these exciting developments, that our city centre remains vibrant and clean, and that access to stores and way-finding is maintained during the construction phase. We will continue to promote Birmingham to our millions of customers and reinforce the message that the city centre is still very much business as usual.

There are many positives that Retail Birmingham has brought to the city centre since 2007 and this work will continue into a second term. I urge you to vote yes in October 2011, so we can continue to develop our retail community for everybody's benefit, helping to deliver increased turnover and profit for our members.

VISION FOR CHANGE

TO PROMOTE...
TO ENHANCE...
TO DEVELOP...
Birmingham city centre's retail heart

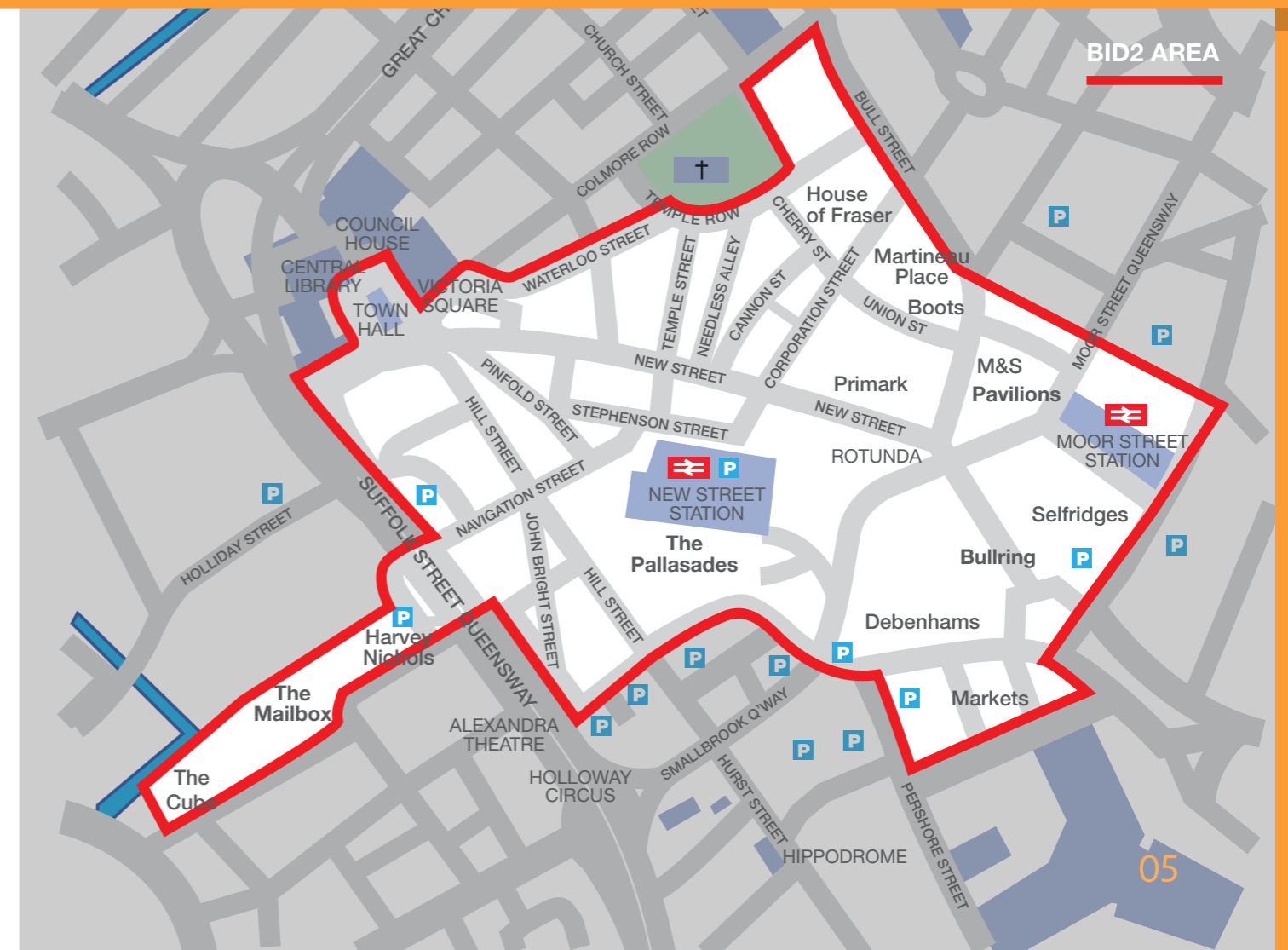
In 2004, Birmingham was sixth in the National Retail Rankings. At the close of Retail Birmingham's first term, we sit third behind

London's West End and Glasgow, and we don't want to stop there.

In the following pages we hope to outline how we've enriched our city centre as a destination, and how over the next five years we will continue to promote Birmingham city centre, enhance our streets through quality public realm management, and

contribute in the development of the Retail Birmingham BID area.

Our boundary is set to expand for BID2, adopting The Cube as an iconic piece of Birmingham's skyline and welcoming retailers along Carrs Lane. We will also work with Moor Street Station to improve its connectivity with the city core.



BIRMINGHAM TIMELINE

2011

New Street Station
redevelopment begins



Retail
BIRMINGHAM

2012

Retail Birmingham
BID2 begins

2012

Midland Metro
extension works begin



2013

The new £195 million Library
of Birmingham opens



2015

£600 million redevelopment
of New Street Station. Its
redevelopment will open
up the city, help regenerate
the local area and provide
a stunning new building for
Birmingham

Midland Metro Extension.
Going from Snow Hill to New
Street Station, this project
will completely change the
face of the city centre, in
particular Corporation Street,
with an enhanced public realm
scheme

2012

The USA and Jamaican Olympic teams
will be based in the City during the 2012
Games, including world wide media



2012

City Centre way-finding
and signage system completed



2014

John Lewis to open its
biggest store outside London

ACHIEVEMENTS STRATEGIC PROJECTS

These projects are 'above and beyond' the scope of our original 2007 Proposal document, but we felt that these were crucial to the success of our city centre.

RETAIL BIRMINGHAM DESIGN STRATEGY

OUR VISION FOR THE CITY CENTRE

The Design Strategy, led by Retail Birmingham and funded by Birmingham City Council, established a core set of design principles that will inform and influence city centre development in the years ahead.

Retail Birmingham, with Make Architects, comprehensively reviewed the city centre,

examining how we can improve our area and continue to develop as a spectacular business environment. We've used key themes such as increasing footfall, making the area a pleasant place to work and visit, and how major new developments such as Metro, HS2 and New Street Station can work for us as a community.

Although long-term, the strategy is already informing how the City Council and its partners work within the city centre. Guidelines from the strategy have been adopted on issues such as Birmingham Metro, street furniture and planning policy.

THE RETAIL BIRMINGHAM DESIGN STRATEGY PROVIDES AN OVERALL VISION FOR OUR CITY CENTRE



THE VISION FOR MOVEMENT FOR A VIBRANT, CONNECTED CITY

Retail Birmingham, along with Birmingham City Council, Centro, National Express and the other city centre BIDs, is helping to reshape the way people get to, from, and around the city centre.

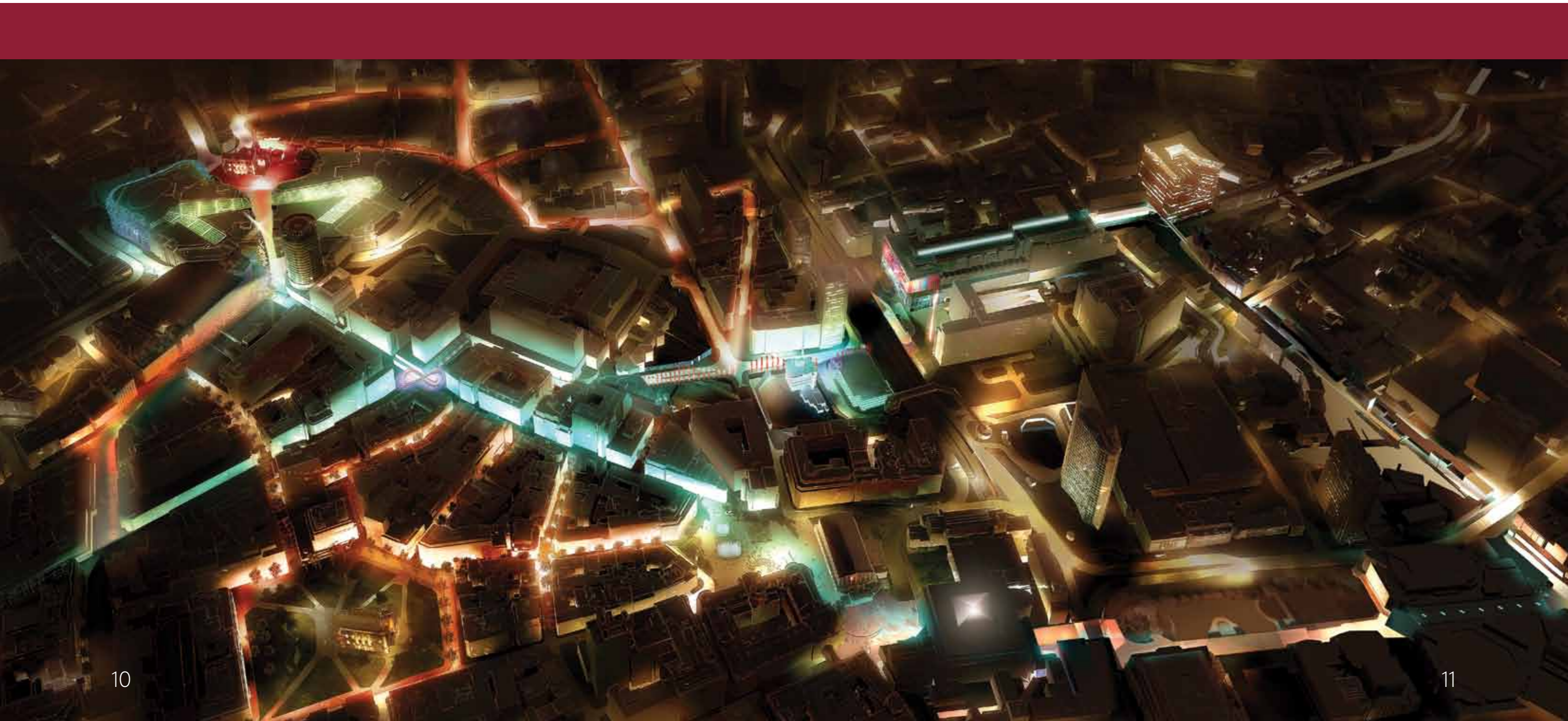
The Vision for Movement sets out short and medium term goals to establish the city as a well-

connected, efficient and walkable destination, served by a range of high quality modes of transport and sign-posted by a concise way-finding system.

Retail Birmingham will continue to represent our members' interests when discussing changes to public

transport infrastructure, ensuring that it reflects the current needs of workers and visitors to the city centre. We will also ensure that the 'walkable' city focuses on high quality pedestrianisation for a safe, clean, well-lit and vibrant trading environment.

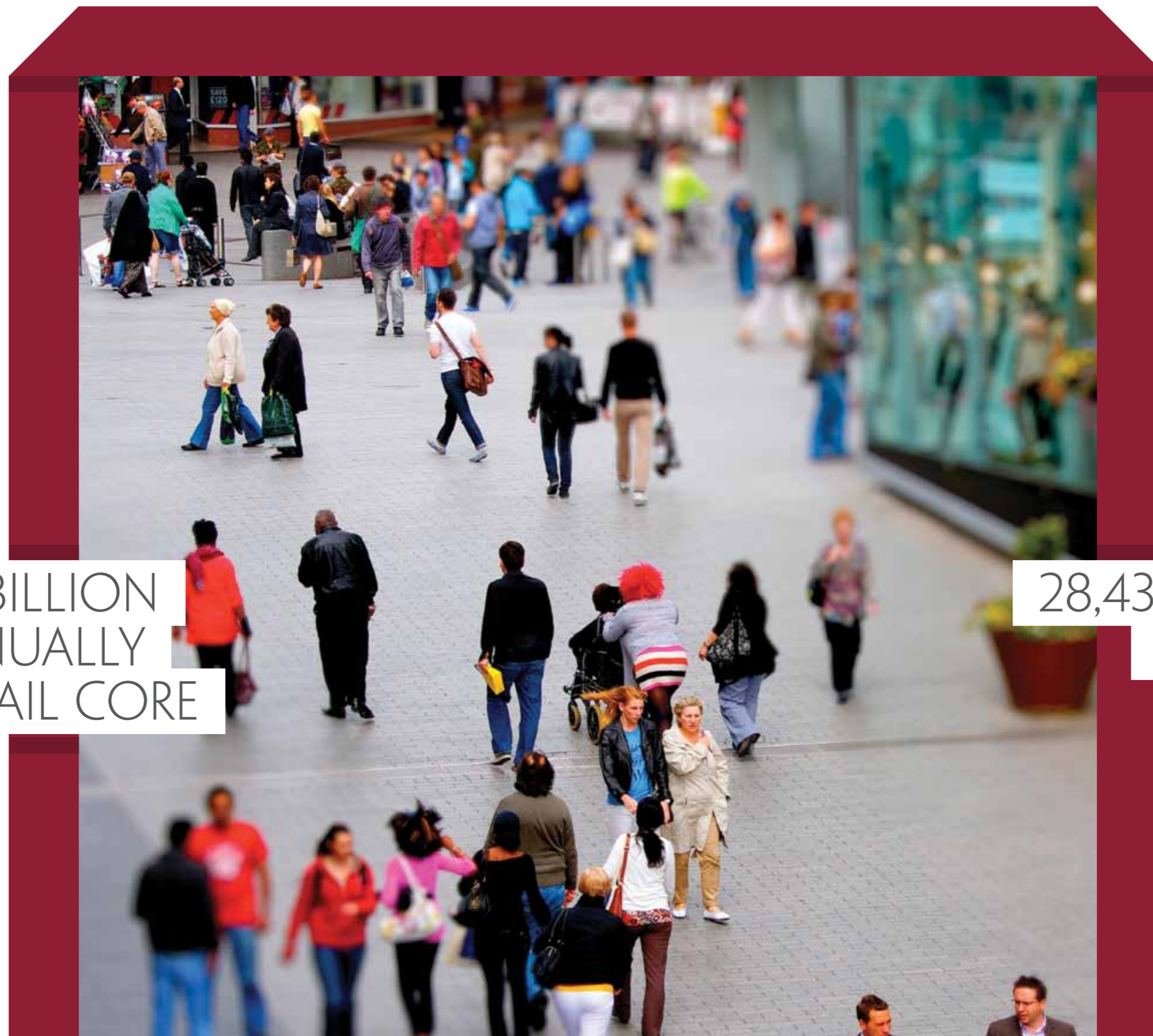
HELPING TO RESHAPE THE WAY PEOPLE GET TO, FROM AND AROUND THE CITY CENTRE



STREET TRADING STRATEGY WORKING TO IMPROVE OUR AREA'S STREET TRADERS

Retail Birmingham joint funded an independent review of street trading in the BID area to analyse this in light of future developments in the city centre, and address whether their trading lines, locations and stall types were appropriate; a study of this sort had never been undertaken before in Birmingham.

Results showed an appetite for street trading amongst the public, and we have begun work with Birmingham City Council and other stakeholders to actively improve street traders in the Retail BID.



OVER £1.5 BILLION
SPENT ANNUALLY
IN THE RETAIL CORE

RETAIL BIRMINGHAM ECONOMIC STUDY DELVING DEEPER INTO OUR AREA'S HEALTH

In 2009, Retail Birmingham commissioned The Retail Group, in conjunction with the Local Data Company and with additional funding from Advantage West Midlands, to baseline the economic health of the Retail BID. Focusing on issues such as turnover, occupancy levels, footfall and consumer views, the outcome of the study gave us valuable insights into the nuances of our area and where best the BID's resources and projects could be targeted.

The Study gave rise to some key projects - we increased our focus on independent retailers, continued promotion of the city centre retail offer, and added another layer of detail to the Retail Birmingham Design Strategy to meet our aims for a walkable, connected, appealing Retail BID environment.

28,437 FULL-TIME
RETAIL JOBS
SUSTAINED

ACHIEVEMENTS MARKETING & EVENTS

In 2007, we promised to:

- > establish the 'Style Birmingham' brand to promote the city centre, deliver high-quality events for our members' benefit and support key shopping periods through targeted marketing campaigns
- > celebrate and enhance Birmingham's important retail sector

CITY CENTRE SHOPPING GUIDE AND MAP

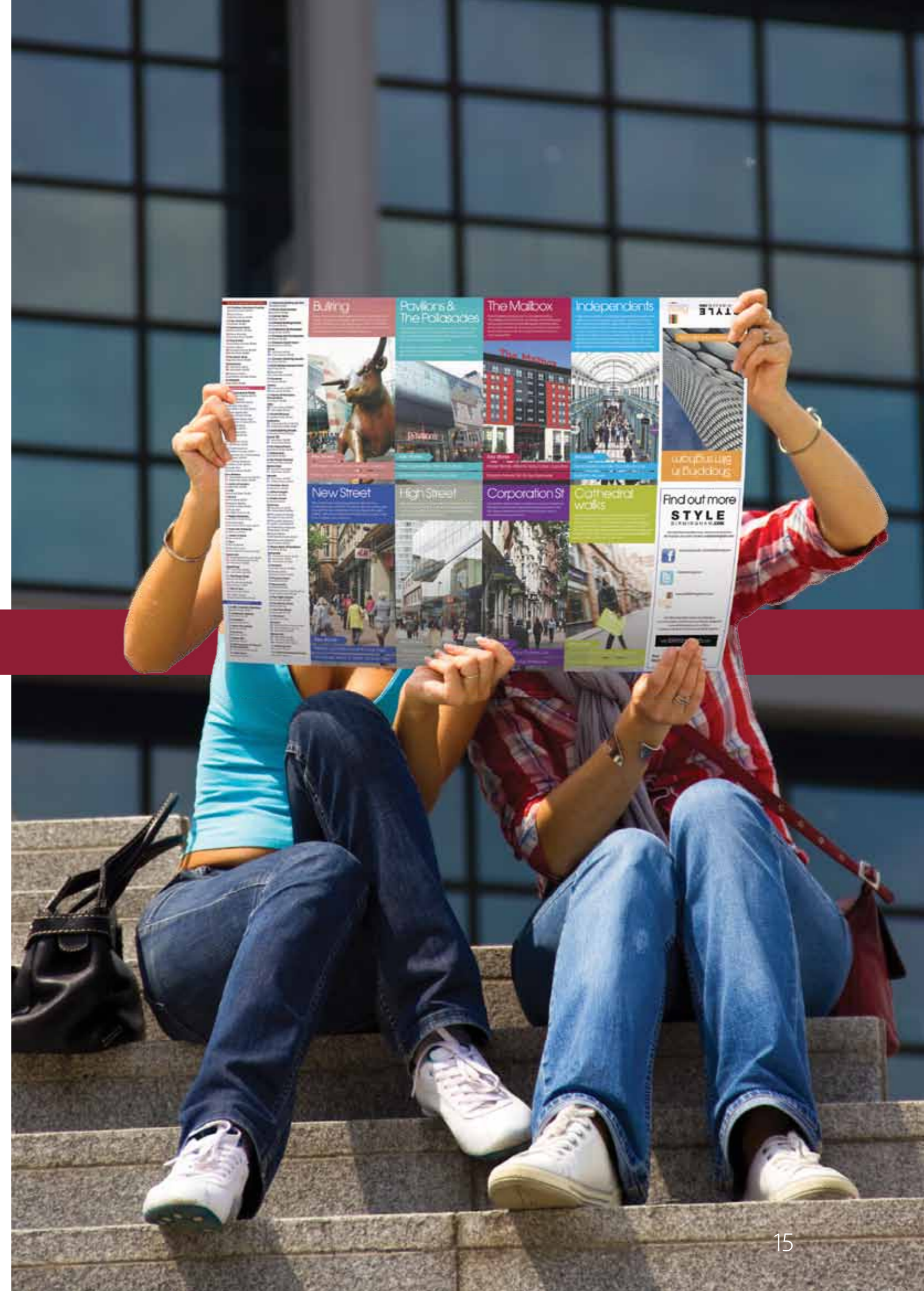
This unique Retail Birmingham product, now in its fourth year, is delivered to every BID member as well as major regional hotels, conference centres and transport hubs. Every member is listed in the Shopping Guide and Map.

Our first Guide in 2007 saw 10,000 copies distributed, and this soon grew to 100,000 in 2010. In 2011, we established the City Centre Shopping Map to make it even easier for people to navigate around the

BID area - 103,000 copies were printed and distributed during the interim period before the new Interconnect way-finding system in 2012.

“RETAIL BIRMINGHAM'S SHOPPING MAP IS ONE OF THE MOST POPULAR ITEMS WE STOCK AT NEW STREET STATION

Kelvyn Cooper, Take One Media



STYLE BIRMINGHAM PROMOTING THE BID AREA

We felt that Birmingham city centre's retail offer needed to be positioned as an outstanding, stylish shopping experience, so we established the consumer-facing brand 'Style Birmingham' to headline the breadth of marketing

initiatives and collateral designed to continually promote the city's retail and leisure offer, both in print and digital formats.

Through social media and the consumer facing stylebirmingham.com, our members have a

means to compete with online competition and we have fostered a very strong interactive community of shoppers and visitors through twitter, facebook and our website.



THE MAGAZINE

Instantly recognisable for its high quality, the Style Birmingham Magazine has developed from a quarterly to a bi-monthly run of 30,000 copies due to demand. Having just celebrated its 21st edition, the magazine is unique in the UK and generates high interest from international brands and retailers to advertise within it - something such brands would not normally do at regional level. It is delivered directly to over 10,000 subscribers and the remainder are distributed to hotels, restaurants, salons and BID members.

THE MAGAZINE IS
UNIQUE IN THE UK
AND GENERATES
HIGH INTEREST FROM
INTERNATIONAL
BRANDS AND
RETAILERS



9,000 UNIQUE
VISITORS A
MONTH

THE WEBSITE

STYLEBIRMINGHAM.COM

Retail Birmingham's consumer website is now the recognisable portal for shopping and fashion in the city. Since launching the site in April 2009, we average 9,000 unique visitors a month, peaking around the Style Birmingham Live event in September and the Christmas period.

Each BID member has a unique page on stylebirmingham.com and we proactively update the site with the latest news, member offers and competitions to ensure our members have the high-quality online presence required to keep Birmingham competitive in the face of recession and growing online sales.



ACHIEVEMENTS MAJOR EVENTS

STYLE IN THE CITY

Retail Birmingham had a vision to create outstanding retail focused events that firmly put the city centre on the map as a shopping destination, and in our first term we staged major fashion, beauty and shopping events.

In 2008 we created 'Style in the City', seeing thousands of visitors attend over a three-day shopping extravaganza with celebrity hosts Trinny & Susanah and Kelly Osbourne. The show proved such a success that a second event was staged in 2009, attracting over 10,000 shoppers and hosted by Myleene Klass and Emma Willis.

The 2009 show generated over £1,000,000 of PR value for shopping in Birmingham.

STYLE BIRMINGHAM LIVE

In 2010, due to the growing recognition of the Retail Birmingham consumer brand Style Birmingham, the show was renamed Style Birmingham Live. Over three days, Retail Birmingham hosted 13 major catwalk fashion shows in the city's Town Hall.

- > footfall increased by 31,000 over the weekend
- > average spend per visitor was independently assessed at £102 per person
- > over 60 retailers showcased new autumn and winter products at no cost, many of which quickly sold out

Additional activities and supporting shows were staged in our shopping centres, helping to drive footfall around the BID area. The event was hosted by George Lamb and supported by an extensive regional and national marketing campaign, as well as city dressing.

Style Birmingham Live 2011 will be staged from 23-25 September and has expanded again to include as many of our members as possible.



“WE WERE DELIGHTED WITH THE STYLE BIRMINGHAM LIVE WEEKEND AND THE EXPOSURE WE GAINED FOR OUR BRAND. OUR CATWALK DRESSES PRACTICALLY SOLD OUT AND WE SAW A HUGE INCREASE IN FOOTFALL OVER THE THREE DAYS

Sophie Shaw, Jigsaw

STYLE AWARDS 2007 - 2009 RETAIL BIRMINGHAM AWARDS 2011

Retail Birmingham staged three Style Award ceremonies recognising the most stylish destinations in the city centre, and with over 10,000 public votes each year in twelve categories, these quickly developed into coveted awards.

In 2011 we renamed the award ceremony to recognise the entire membership of Retail Birmingham. We also changed the format of the event allowing all 700 businesses to be eligible for the public vote.

With 21 categories and an extensive media campaign, the Retail Birmingham Awards attracted over 40,000 public votes. The award ceremony was a theatre-style event and free tickets were offered to our members - over 500 attended, as well as Cabinet members from Birmingham City Council and retail media including the editor of Retail Week magazine.

“FOR FAR TOO LONG CITIES HAVE BEEN IN THE SHADOW OF LONDON, BIRMINGHAM IS BUZZING, IT'S A REALLY VIBRANT CITY AND EVENTS LIKE THESE ARE LONG OVERDUE

George Lamb



ACHIEVEMENTS SEASONAL SHOPPING CAMPAIGNS

Retail Birmingham has created a number of seasonal marketing campaigns and initiatives that target key retail periods to increase footfall and deliver significant benefits for our members.

CELEBRATION OF INDEPENDENTS

This major campaign promoting our area's independent retailers is now in its third year. We recognise the important role independent businesses play in bringing personality and vitality to the city centre, and we offer marketing and training support all year round to allow them to compete with their international brand neighbours.

We have created a number of initiatives to support independents:

- > catwalk shows
- > maps, guides and booklets
- > outdoor photography exhibition
- > unique pieces of print material (Area, Style Magazine)

“ BEING AN INDEPENDENT IN THE CITY CENTRE CAN BE QUITE DAUNTING SO BEING PART OF RETAIL BIRMINGHAM'S MARKETING AND PROMOTION CAMPAIGNS IS A GREAT WAY TO REACH NEW CUSTOMERS - I FOUND THAT THE MORE YOU PUT IN, THE MORE YOU GET BACK

Devinder Dhallu, sixeight café (independent retailer)



TASTE OF BIRMINGHAM

In 2009 and 2010, Retail Birmingham members were represented at the Taste of Birmingham festival, organised by Marketing Birmingham.

The show attracted thousands of regional visitors and was an excellent opportunity to showcase the city centre's retail food offer whilst expanding our subscriber database by many thousands.

STYLE LOVES YOU

Started in 2008, this campaign promotes Valentines' Day shopping and leisure in the BID area. With extensive online, print and radio coverage, Retail Birmingham created a 'Top 50 Gift List' derived from our members, many of whom reported strong sales of their featured products.

ALWAYS IN STYLE

In 2008 we created the new Style Birmingham website supported by a national advertising campaign 'Always in style' highlighting the outstanding choice of current trends and fashions available in the city centre. The campaign included outdoor advertising, magazine and radio advertisements.

RETAIL BIRMINGHAM GENERATES AN AVERAGE OF £1.7 MILLION PER ANNUM PRINT AND BROADCAST MEDIA VALUE

“ THE STREET ENTERTAINMENT IS REALLY GOOD FUN. IT’S A REAL PULL FOR THE AREA, GREAT FOR VISITORS, AND WE SEE MORE PEOPLE COMING INTO THE SHOP TOO

David Byrne, Levi’s



CHRISTMAS IN BIRMINGHAM

As the most critical period for any retailer, we take this very seriously and ensure we have an outstanding marketing presence throughout the region to promote Birmingham.

We invested in a high quality TV advertisement in 2009, and due to the production quality it has been aired over two Christmas periods. The thirty second advert ran 82 times during each festive season.

Retail Birmingham also invests in wide reaching radio campaigns during this period. In 2009 and 2010, we bought 100 Heart FM Traffic & Travel sponsorship spots, reaching a potential 650,000 people throughout December.

We also fund decorations over the festive period on Edgbaston Street, Gloucester Street and Corporation Street, as well as tree lights on High Street and New Street.

For Christmas 2011, Retail Birmingham is investing once again in radio and TV campaigns for the city centre. We’re also working with Marketing Birmingham to produce a consistent and joined up Christmas campaign for Birmingham, focussing on retail.

SIX SUMMER SATURDAYS & STREET ENTERTAINMENT

Retail Birmingham and Birmingham Hippodrome teamed up to deliver ‘Six Summer Saturdays’ of the highest quality street entertainment.

Over July and August 2010 and 2011, New Street, High Street, Cherry Street, Union Street and Temple Row saw some of the

best acts the nation has to offer. From giant kangaroos to grannies in high powered shopping trolleys, the event helped reshape perceptions of Birmingham city centre and encouraged longer dwell times.

We work with the Birmingham International Jazz and Blues

Festival to provide international quality acts on High Street and New Street (near Piccadilly Arcade), and coordinate closely with Birmingham City Council to develop lists of appropriate street entertainment locations in the BID area.

ACHIEVEMENTS BUSINESS SUPPORT

In 2007, we promised to:

- > represent our members' needs and lobby for this at all levels
- > communicate with our members and be there for people when they need us
- > build strong partnership links with key strategic stakeholders for the benefit of our members



LOBBYING

Retail Birmingham has been at the forefront of decision-making in the city centre, championing our members' interests and ensuring that issues affecting our district are dealt with promptly.

We have delivered two key strategies that have been woven into the core of Birmingham City Council's future development.

We've also listened to our members and prioritised tackling several street nuisances in our area, such as charity prospectors, waste bags and leafleters.

We continue to work closely with Birmingham City Council to ensure that the regulatory environment works for the benefit of the city centre, ensuring our district remains safe, clean and a pleasant place to explore.

We're actively involved with:

- > New Street Station
- > Midland Metro Extension
- > City centre signage and way-finding
- > financial support for members
- > tackling street nuisances
- > public transport links

BIRMINGHAM IS ONE OF THE SAFEST CORE CITIES IN THE COUNTRY. EFFECTIVE PARTNERSHIP WORKING IS CRUCIAL, AND RETAIL BIRMINGHAM IS A KEY PARTNER IN CREATING A SAFE AND WELCOMING ENVIRONMENT FOR RESIDENTS AND VISITORS TO BIRMINGHAM

Chris McKeogh,
Chief Superintendent
West Midlands Police

CITY CENTRE DISORDER AUGUST 2011

Across the UK we witnessed unprecedented incidents of criminality during August 2011 and many of our members were affected. Retail Birmingham worked with West Midlands Police to ensure local businesses had regular news updates. Daily Board meetings were held with Police for retailers to feedback and plan for the day ahead, and our Chair attended Police Gold Command meetings to represent the retail community of our city centre.

Our text messaging and Street Warden services were used quickly to convey accurate information and keep people updated, a 'Show Your Love for Birmingham' regional radio campaign was launched the following week, and we are working with Birmingham City Council to access financial support for as many of our members as possible.

TACKLING CRIME

We work closely with West Midlands Police to tackle on-street issues such as begging, drinking and vandalism. Our Street Wardens conduct joint patrols with Officers and share information, helping to make Birmingham one of the safest city centres in the UK.

Free Retail Crime Operation radios have been given to 77 independent retailers to offer support against shop theft and anti-social behaviour.

This directly links retailers to a network of over 400 city centre businesses, our Street Wardens and the Police, and has proven to be invaluable to independent and national retailers alike.

BUSINESS CRIME REDUCED
BY 31% OVER RETAIL
BIRMINGHAM'S FIRST TERM

SUPPORT AND COMMUNICATION

- > working with the Valuation Office Agency to provide business rates relief
- > delivering personal support to members
- > accessing funding for our members

TALKING TO THE TEAM

A hotline for retailers to contact us and the Street Wardens directly has been operational since 2007, alongside our website retailbirmingham.co.uk. Breakfast Forums to meet the team and engage with stakeholders have been held throughout our first term attracting on average 40 businesses per session, and each month our newsletter is delivered to our local members, full of key footfall and trading information as well as important news and details on future events. We also established a text message service to relay important information quickly to our members; there are 268 registered users, and key topics have included disruption relating to protests or extreme weather.

SUPPORT FROM THE TEAM

Training classes are an important support package for independent retailers and have included E-commerce, Marketing, Visual Aesthetics, and a special class led by Mary Portas on improving small businesses. We were also the first BID to send our members to the ATCM Summer School in 2009.

We are actively engaged with the Valuation Office Agency, Birmingham City Council and various stakeholders to represent our members on the impact of development work on trade.

Continuing to deliver this personal level of support to our members forms a key component of our BID2 proposal. We have agreed with the VOA to offer business rate relief for affected properties by development work, and are working with our members to ensure they collect the appropriate evidence.

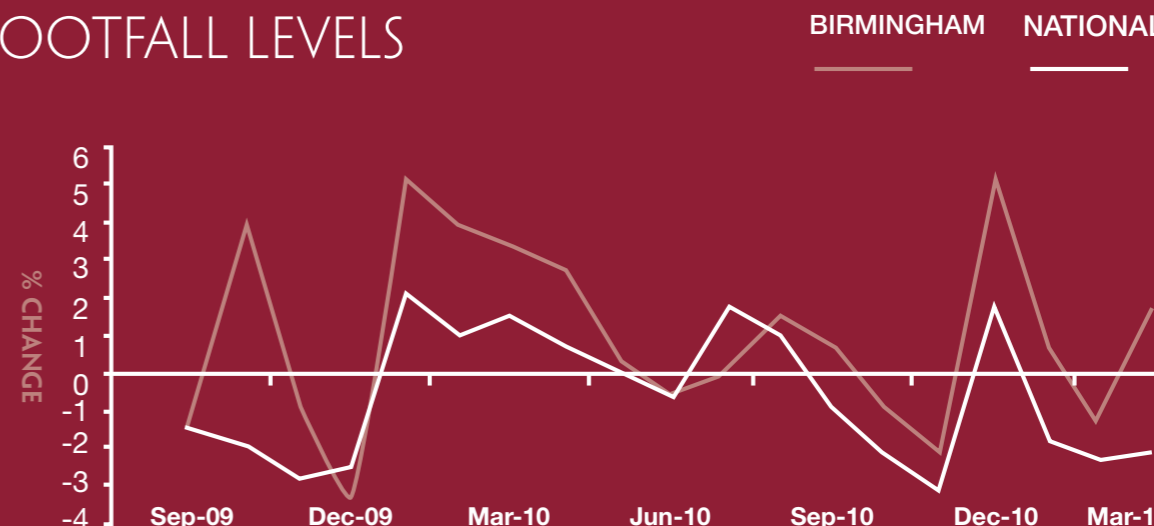
RETAIL DEVELOPMENT PROGRAMME

Working in partnership with Birmingham City Council and Business Link, the Retail Development Programme was introduced to assist existing and new independent retailers. It provided financial assistance through grant awards of between £2,500 and £10,000 to meet 50% of eligible costs, and eighteen members received a total of £130,000 in funding.

PROPERTY FORUM

Meeting every three months, this Forum brings the property community together and informs them of the shared visions for the city centre. Having met five times since March 2010, the Forum attracts up to 25 unique representatives and has shared valuable information on New Street Gateway and Metro, as well as our work on marketing and tackling street nuisances. By bringing these groups together, we hope to facilitate attracting new businesses to the area.

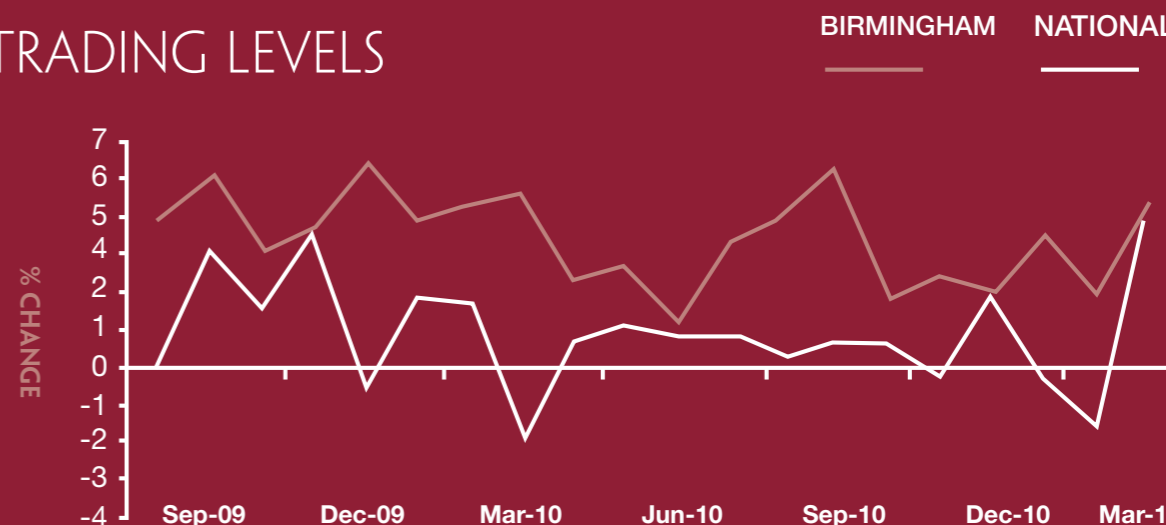
FOOTFALL LEVELS



FOOTFALL CAMERA NETWORK

The Retail BID area sees 1.5 million people a week pass through our camera network; covering twelve key locations in the city centre, this forms the largest outdoor footfall counting scheme in the UK and went fully operational in January 2010 in partnership with Birmingham City Council. All data is freely available to Retail Birmingham members, and we've used the data to monitor footfall trends around the city centre and review our key events such as Style Birmingham Live. From September 2009 to April 2011, Birmingham's footfall was up 4.1% compared to the national average of 1.1%.

TRADING LEVELS



RETAIL BID HEALTH CHECK

Each month, Retail Birmingham monitors trading performance by gauging our members' trading figures. We take a cross-section of retailers and compare this to the BRC figure; from September 2009 to April 2011, Birmingham's trading figures were up 1.03% against a national average of -0.62%.

ACHIEVEMENTS STREET OPERATIONS

In 2007, we promised to:

- > reduce the level of retail crime and anti-social behaviour in the BID area
- > improve the public realm and experience of Birmingham city centre
- > improve the links within and around the retail heart and get people moving around the area

“ IT IS REASSURING
HAVING PEOPLE AT
HAND FOR ASSISTANCE



FLORAL ENHANCEMENTS

During the summer months, the city centre comes alive thanks to the floral enhancements provided by Retail Birmingham and Birmingham City Council. Each year we expand the reach of our floral boxes with new areas including the Pallasades ramp, Edgbaston Street, Bull Street and the regular areas of New Street, High Street and Corporation Street, as well as our famous wicker floral sculptures.

Retail Birmingham contributes to the City Centre Floral Trail, a successful walking trail that has won several national gold awards from Royal Horticultural Society judges. Not only does this reflect well on the city, it also forms part of a welcoming, clean streetscene.

STREET CLEANSING

Retail Birmingham contracts a specialist cleaning company to conduct three deep cleans a year of the entire BID area and spot clean chewing gum. Each clean sees 50,000m² of paving restored, 750,000 pieces of gum and 5,000 general stains removed. This service has made a noticeable difference to the retail environment, and cleans are strategically timed for maximum impact.

BAGGED WASTE

When the BID began in 2007, our streets were cluttered by trade waste bags from businesses, residents and street bins. By working with trade waste contractors, Birmingham City Council and our members, this has resulted in a huge reduction in bags seen on our city centre streets during core trading hours. In March 2009 when recording began, 322 bags were recorded on-street in the BID area; in June 2011, this figure had fallen by 91.3%.

STREET WARDENS

The Retail Birmingham Street Wardens play a central role in ensuring our BID area is safe, clean and welcoming. They are on-street seven days a week, from 0930 until 1830, and later as we get closer to Christmas.

Street Wardens visit each of our members to deliver key messages from Retail Birmingham and feedback any issues directly to the team. They monitor street entertainment, trade waste, street bins, lighting and highway defects, as well as providing a warm welcome for guests to the city centre. The Street Wardens have been hugely popular with our members as a pro-active, approachable, front-line service provided by Retail Birmingham.

“ I'M VERY MUCH IN FAVOUR OF THE WARDENS. FOR AN INDEPENDENT BUSINESS SUCH AS OURS, IT IS REASSURING HAVING PEOPLE AT HAND FOR ASSISTANCE WHEN IT MAY BE TOO LOW LEVEL FOR THE POLICE AND THEY HAVE BECOME AN ESSENTIAL INGREDIENT OF THE RETAIL BIRMINGHAM MIX.

Mike Ferguson, Smithsonia (Independent retailer and Board Member)

OUR VISION FOR A SECOND TERM

This is our vision for a second term, and we propose to extend the Retail Birmingham boundary to encompass Moor Street Station and Carrs Lane to the East and The Cube to the West.



MIDLAND METRO

Bull Street, Corporation Street and Stephenson Street are set to be redeveloped not only to incorporate Metro infrastructure, but also into key pedestrian spaces, and Retail Birmingham is and will continue to influence public realm design and delivery.

We work closely with Centro and Birmingham City Council to ensure that all works are conducted efficiently and appropriately to minimise trading disruption.

We will:

- > continue our partnership with the Valuation Office Agency to negotiate business rate relief for affected properties
- > continue working with Centro to market the city centre during construction
- > ensure the highest quality materials are used for our public realm
- > ensure that the moving of buses away from Corporation Street affects our members as little as possible through high-quality way-finding, information and marketing

At a glance:

- > improving our public realm
- > tackling street nuisances
- > developing Birmingham's reputation
- > delivering world class marketing & events
- > continuing levels of personal support for members

MANAGING CHANGE & BUSINESS AS USUAL

Over the next five years, Birmingham city centre will undergo major changes that will transform the cityscape. New pedestrian areas will be created; Metro will deliver people into the heart of the retail area and end at the re-imagined New Street Station. Public transport will be heavily promoted to ensure that the city centre is a calm, safe place for people to enjoy, and planning controls will help shape the character of our streets for years to come. Much of this is contained within Birmingham City

Council's 'Big City Plan', a document Retail Birmingham has influenced through our Design Strategy.

Retail Birmingham will be at the forefront of these issues during construction with you, our members, in mind.

We promise:

- > the city centre will remain 'open'
- > our members will be affected as little as possible
- > any concerns will be immediately dealt with through the proper channels

With one voice Retail Birmingham can influence the development process. Let us do the hard work; you concentrate on building a successful business, and we'll focus on building a successful city together.



NEW STREET AND JOHN LEWIS

Birmingham New Street Station is undergoing a £600 million redevelopment including the arrival of John Lewis. Retail Birmingham is and will continue to protect our members' interests by talking now about access, public realm finishes and signage.

We will:

- > ensure minimal disruption for our members and visitors
- > work with Network Rail regarding signage and public realm
- > build a positive relationship with John Lewis

DELIVERING THE RETAIL BIRMINGHAM DESIGN STRATEGY

To complement the upcoming developments, we propose to deliver as much as possible of the Design Strategy with work already underway on several key projects.



Illustrative example. Design subject to change

WAY-FINDING

Retail Birmingham is a funding partner of the Interconnect project. By mid-2012 (before the Metro development and movement of buses) we will see a network of way-finding totems guiding people to and around the BID area.

These will also be used at transport hubs and on the public transport network, essentially establishing one high quality map to represent Birmingham city centre and provide continuity in the way people mentally navigate the city centre. The map is royalty free and will be available for all our members to use to promote their location.

- We will:**
- > promote key anchor stores and arcades on the maps
 - > ensure the retail heart is clearly marked
 - > encourage use of the map base by our members
 - > ensure way-finding is right for our community

CATHEDRAL WALKS

We have ambitious plans to pedestrianise, during core retail hours, Bennetts Hill, Temple Street and Cannon Street. The 'Cathedral Walks' are set to become key north-south walking routes, so a high-quality pedestrian environment will allow our members to capitalise on the increased footfall projected.

- We will:**
- > examine potential funding sources
 - > get member feedback on potential plans
 - > integrate these works into the wider 'walkable city' agenda for Birmingham

STREET NUISANCES

A city is more than bricks and mortar, so to compliment the range of public realm enhancements, work has already begun to tackle key street management issues that constrain the human experience of the city centre. Issues include the proliferation of 'human signs' and large numbers of charity data collectors, and we will continue examining how we can work with Birmingham City Council to better enforce current regulated activity, such as leafleting.

- We will:**
- > work with Birmingham City Council to manage street nuisance activity
 - > create a world class walking environment

STREET TRADING

Following the Street Trading Review, recommendations will be taken to Birmingham City Council and then published for wider comments.

- We will:**
- > continue to work closely with Birmingham City Council and key stakeholders to improve street trading
 - > help implement the recommendations of the street trading review

STREET FURNITURE

Our Design Strategy laid out key principles for street furniture and its ability to deliver character to an area. Retail Birmingham currently conducts maintenance reviews, but we will go one step further and see where we can make a difference in the quality and continuity in Birmingham's streetscene.

- We will:**
- > review our streetscene, from benches to the species of tree used, and work with Birmingham City Council to upgrade our BID area

“ IT'S GREAT TO SEE RETAIL BIRMINGHAM WORKING HARD FOR ITS MEMBERS. BIRMINGHAM'S STREETS HAVE BEEN DRAMATICALLY IMPROVED, ESPECIALLY THROUGH THE DEEP CLEANSING, AND WE UNDERSTAND THE IMPORTANCE OF CREATING AN ENVIRONMENT THAT MAKES THE CITY AN ATTRACTIVE PLACE FOR BOTH BUSINESS AND LEISURE

Christopher Farnes, Barclays Business

MARKETING & PROMOTING OUR RETAIL HEART

Through our consumer brand ‘Style Birmingham’, Retail Birmingham fills the city centre with a range of major events around the city core; our aim is to drive footfall and animate the retail heart, while providing local marketing solutions for all our members.

We will:

- > continue to build the Style Birmingham consumer brand and bring people to the city centre
- > offer local marketing solutions for our members to access regional markets at little or no cost
- > continue to deliver high-quality events to add value to the Retail BID, including:
 - > Style Birmingham Live, the shopping and leisure festival in the BID area
- > deliver top-quality marketing schemes that resonate nationally

INDEPENDENT RETAIL

Major brands draw people in but unique retailers keep people coming back, adding personality and vibrancy to the cityscape.

We will:

- > continue to promote and enhance the stature of independent retailers in the city centre
- > build on the success of the Celebration of Independents’ campaign
- > increase Birmingham’s appeal to new small businesses through joint work with Birmingham City Council

“RETAIL BIRMINGHAM PROVIDES A GREAT FOCUS AND FORUM FOR BUSINESSES IN THE CITY. MORE INDEPENDENT TRADERS, LIKE US, NEED TO BUY INTO ITS POTENTIAL TO IMPROVE OUR PROFITS AND MAKE USE OF THEIR SUPPORT

Tony McKinlay, Owner, Chez Jules



PARTNERSHIP WORKING

To effect positive and lasting change, Retail Birmingham will continue to develop our relationships with key city centre and national stakeholders to improve our performance and optimise our trading environment.

Our key concerns will be:

- > promoting and developing the Street Wardens as invaluable 'eyes on the street' and a direct member-facing service
- > keeping crime and perceptions of crime low by monitoring 'hot-spots' and acting quickly
- > bringing people into the BID area quickly and safely
- > examining joint procurement opportunities for our members to save money
- > continuing to monitor our area's footfall and trading health by revisiting the Economic Study's principles



NEXT STEPS VOTE YES

VOTE YES



IN OCTOBER, FOR RETAIL BIRMINGHAM'S SECOND TERM

In October 2011, you will receive a ballot paper asking you to vote for Retail Birmingham's second term.

We firmly believe that we've made a major difference to Birmingham city centre over the past five years, both in terms of how the city looks and feels as well as beginning to challenge long-held negative stereotypes of the city.

Please 'Vote Yes' and allow Retail Birmingham to continue supporting the city centre's retail community.

If you have any queries regarding the proposals laid out in the previous pages, please get in touch with Retail Birmingham on:

T. 0121 616 2877

E. contact@retailbirmingham.co.uk

FAQS

WHAT IS A BID?

A Business Improvement District (BID) is a defined area within which local businesses work together to invest collectively in additional projects and services, prioritised by businesses, to address problems and opportunities that affect their business, staff and clients. The BID will not replace existing Council services, and baselines are in place to ensure there is no crossover.

WHY DO WE NEED A BID?

Retail Birmingham is:

- > a business led, non-profit organisation working on businesses' behalf
- > here to help when the City Council are cutting back
- > drawing funding and resources to the city centre
- > able to deal with local issues and highlight opportunities for your business
- > of importance to the retail sector, especially in our current 'age of austerity'

DO BUSINESSES WITHIN SHOPPING CENTRES PAY THE BID LEVY?

Businesses within the shopping centres of Bullring, Mailbox, Pallasades and Pavilions each pay an annual service charge to their specific centre. Therefore, the BID does not propose to charge a levy in these centres and occupiers will be exempt from the BID ballot and levy.

Consultation has confirmed this groups' support for the BID's objectives and agreement to make annual voluntary financial contributions over the life of the BID. Funding from the four property owners concerned has been agreed on the basis of

voluntary contributions equating to 0.3% of each centre's total rateable value. The BID will work in partnership with them to ensure that projects and services complement those undertaken on behalf of the occupiers by the centres' management.

WHY SHOULD I PAY THE BID LEVY?

The BID improves, manages and promote your commercial area. It is based on the principle of a 1% levy applied equally to rateable values of all defined businesses; it is fair, transparent and avoids 'freeloading'. The levy is mandatory and is treated in the same way as your Business Rate, becoming a statutory debt.

As we look towards an uncertain future, where Public finances are stretched, Retail Birmingham can help all its members prosper in tentative times.

...everyone contributes the same percentage of their rateable value towards the levy;

...everyone can have a say on how this money is spent;

...everyone benefits from the work of the BID.

Your contribution goes towards a much larger budget, and we hope that as a business, you can see the value of the city centre working together for the benefit of the area, your business environment.

ISN'T THIS ANOTHER TAX ON BUSINESS?

No! When you pay business rates you don't have a direct say in how the money is spent as it goes to Central Government. Your BID levy is passed in its entirety to Retail Birmingham for investment in key projects and services for your area.

WILL ADDITIONAL FUNDING BE AVAILABLE?

Yes! If the BID is approved for a second term by voting businesses, other voluntary contributions have been agreed. Resources from other retailers, property owners and Birmingham City Council will increase our resources and allow Retail Birmingham to continue investment in the city centre.

This additional value is only available through a successful Renewal Ballot.

WHO ARE THE KEY PARTNERS IN THE BID?

The BID is being actively supported by key partners, including:

- > Birmingham City Council
- > West Midlands Police/Retail Crime Operation/Citywatch
- > Marketing Birmingham
- > private landowners and building managers
- > our city centre shopping centres
- > Birmingham City Centre Partnership

WHO DECIDES WHETHER RETAIL BIRMINGHAM GOES INTO ITS SECOND TERM?

You do. Companies within the BID area who pay the BID levy are invited, but not required, to vote in the anonymous, independent Renewal Ballot process. If the vote is successful, which requires both a majority in terms of the number of business ratepayers voting 'yes' and their proportion of the total rateable value, the BID will go into a second term.

WHEN WILL BID2 COMMENCE AND HOW LONG WILL IT LAST?

The Retail BID's second term will commence on 1st April 2012 for five years, ending on 31st March 2017. Before the end date, the BID company may choose to seek a mandate to proceed to a third term via a Renewal Ballot with eligible businesses.

WON'T THE BID JUST REPLACE EXISTING SERVICES?"

No! Birmingham City Council and West Midlands Police will continue to provide services within the city centre. As key partners and supporters of the BID, they will endeavour to deliver these 'baseline' services - 100% of your BID levy contributions will be invested in additional projects and services which are set out, in advance, in the BID Proposal. These are the result of consultations with local businesses.

With Public spending seeing considerable cuts, Retail Birmingham is here to help ensure that the baseline services currently provided are not eroded to the detriment of the city centre, while also investing in additional projects and services of benefit to our members.

HOW WILL THE BID BE MANAGED?

BID2 will be operated by the existing BID Company, Retail Birmingham Limited, with a Board of Directors accountable to BID levy payers.

The Board, led by a private sector chairperson, will consist of 22 Directors comprising a majority of representatives from the retail business community and key stakeholder organisations (see diagram to the right).

BID programmes and budgets will be considered and approved by the Board.

The Retail Birmingham Executive Team will be delegated by the Board to oversee day to day operations. Birmingham City Centre Partnership will continue to support the Retail BID where possible.

BOARD MEMBERS

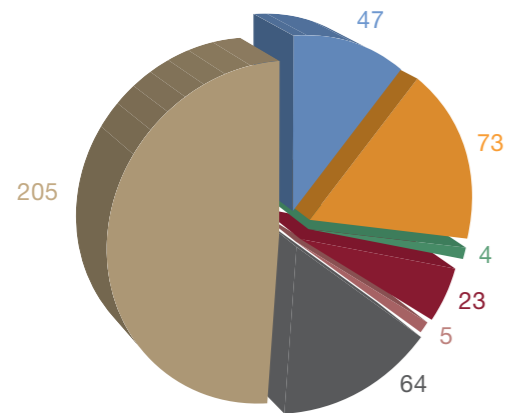
12 RETAILERS

- Multiple stores 
- Department Stores 
- Independents 
- Leisure/food/hospitality 

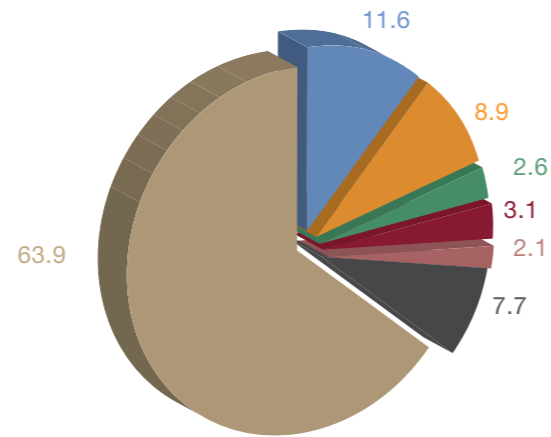
10 STAKEHOLDERS

- Shopping Centre Management 
- Transportation 
- Property owners 
- Birmingham City Council 
- West Midlands Police 
- City Centre Neighbourhood forum 

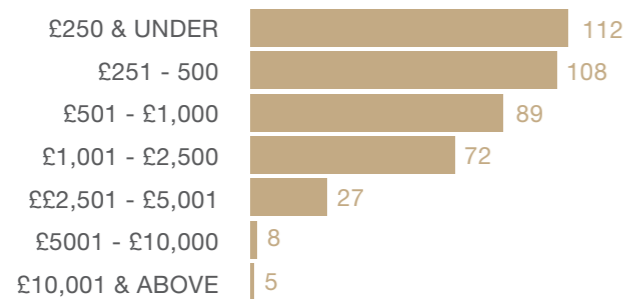
BID2 BUSINESS MIX



BID2 LEVY BY SECTOR



BID2 LEVY BANDS



HOW WILL THE BID BE FINANCED?

Principal funding will come from the annual BID levy which will be applied to all business rate payers in the area. It is proposed that, as for BID1, the levy is set at a flat 1%. This will ensure that all businesses contribute the same amount relative to their rateable value.

In all cases:

- > the levy will be applied to those businesses that significantly trade or interface with their customers within the BID area, meaning businesses that do not rely on visits by members of the public for their business are exempt
- > business premises with rateable values below £10,000 will be exempt from the BID levy (see note 1)

- > no relief is proposed for vacant premises (see note 2)
- > the levy will be discounted for charitable organisations at the same level as their mandatory rate relief

The BID levy will be applied to hereditaments with rateable values of £10,000 and above as assessed in the 2010 Local Non-domestic Rating List as at 1st April 2012. No subsequent adjustments will be made to levy charges during the financial year. Changes in values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following financial year.

Where a property is taken out of the Rating List, the BID levy will apply up to the day before

the effective date of removal and the annual BID levy will be apportioned accordingly. Where a new assessment is brought into the Rating List, the BID levy will apply from the effective date as shown in the Rating List. The annual levy will be apportioned on a daily basis. The BID levy will be increased each year by the annual inflationary factor for Local Non-domestic Rate bills as calculated by the Government.

Where at the time of ballot there is no occupational lease, the liability will fall to the property owner until a new lease is confirmed. The property owner will be entitled to vote in the BID ballot.

RETAIL BIRMINGHAM LIMITED FIVE YEAR FINANCIAL SUMMARY

INCOME	2007/08	2008/09	2009/10	2010/11	2011/12	TOTAL
Levy Income	£517,092	£536,728	£561,761	£521,996	£547,408	
Additional Income	£210,160	£250,540	£564,014	£257,449	£201,152	
Surplus carried forward		£10,209	£237,138	£116,854	£31,312	
Annual Total	£727,252	£797,477	£1,362,913	£896,299	£779,872	£4,563,813

EXPENDITURE	2007/08	2008/09	2009/10	2010/11	2011/12	TOTAL
Marketing	£383,560	£278,448	£587,552	£486,593	£366,000	£2,105,153
Street Ops	£231,356	£136,239	£459,172	£201,464	£153,500	£1,181,731
Business Support	£19,878	£10,588	£78,226	£18,823	£77,900	£205,415
Management	£79,249	£135,064	£121,109	£158,107	£174,337	£667,866
Contingency					£8,135	£8,135
Surplus	£10,209	£237,138	£116,854	£31,312	£0	
Annual Total	£727,252	£797,477	£1,362,913	£896,299	£779,872	£4,563,813

						AVERAGE
Average Annual Management Costs	11%	17%	9%	18%	22%	15.4%

RETAIL BIRMINGHAM LIMITED INDICATIVE BID2 YEAR ONE BUDGET

INCOME	
BID Levy	£460,000
Centre Contributions	£160,000
Voluntary Contributions	£20,000
Total	£640,000

EXPENDITURE		
BID Area		
Business Support	£50,000	Communication tools, Retail Crime Operation, Safer City Centre Group, Footfall network
Marketing & Events	£300,000	Continuing to deliver world-class Style Birmingham events and promotional campaigns for our area, giving local members platforms to advertise on
Street Operations	£140,000	Retail Birmingham Street Wardens and enhancing our streetscene through better furniture, deep cleansing, flowers and lighting
Central costs	£150,000	Staffing costs, audits, accomodation/services, insurance & stationery

WHAT IS THE RETAIL BIRMINGHAM BID AREA?

The BID will be focused on the leisure and retail core of the city centre. Changes for the second term are the extension to the West to include The Cube, and to cover retailers in Carrs Lane and the key transport hub of Moor Street Station to the East (refer to map on page 5).

- > Bennetts Hill (South)
- > Brunel Street
- > Bull Street (West-side)
- > Burlington Arcade
- > Cannon Street
- > Carrs Lane
- > Cherry Street
- > City Plaza
- > Colmore Row (Northeast only)
- > Corporation Street (to Bull St.)
- > Edgbaston Street
- > Ethel Street
- > Fore Street
- > Gloucester Street
- > Great Western Arcade
- > High Street
- > Hill Street (to Station St.)
- > John Bright Street
- > Lower Temple Street
- > Martineau Place
- > Martineau Way
- > Navigation Street
- > Needless Alley
- > New Street
- > New Street Station Forecourt
- > North Western Arcade
- > Paradise Circus Queensway (Paradise St.)
- > Paradise Street
- > Piccadilly Arcade
- > Pinfold Street
- > St Martins Lane
- > St Phillips Place
- > Stephenson Place
- > Stephenson Street
- > Suffolk Street Queensway (East-side)
- > Temple Row
- > Temple Street
- > Union Passage
- > Union Street
- > Victoria Square
- > Waterloo Street (South-side)

BID2 WILL PURSUE OTHER POTENTIAL SOURCES OF INCOME:

- > Birmingham City Council is a committed supporter and has made significant contributions to BID2. The Council will continue to collect the levy while making levy payments on its own premises. There will also be opportunities for further investment in the area through the Big City Plan vision
- > commercial sponsorships and income generation
- > voluntary contributions from interested stakeholders

WHO DOES THE FINANCIAL MONITORING?

The BID Company will monitor expenditure and cash flow monthly and management accounts will be formally considered by the Board quarterly. Annual accounts will be subject to independent audit.

WHAT ARE THE BID2 DEVELOPMENT COSTS?

The resources necessary to develop and promote BID2 have been provided by the existing Retail Birmingham BID, Birmingham City Council and Birmingham City Centre Partnership. The BID would like to thank their partners for their support.

HOW WILL BID2 BE IMPLEMENTED?

Ballot Arrangements:

- > all eligible businesses with a rateable value of £10,000 or more will be entitled to vote if they were listed as a non domestic ratepayer within the proposed BID area on the date the notice of ballot is published
- > in the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be liable for the BID levy and will be entitled to vote
- > each ratepayer entitled to vote will have one vote in respect of each property (hereditament). This means that some businesses will have more than one vote
- > for BID2 to proceed, the ballot must secure majority support (over 50%) of those who vote, (i) by number and (ii) by rateable value
- > the ballot opens on 3rd October 2011 and closes on 10th November 2011

HOW IS THE LEVY COLLECTED?

The BID levy will be invoiced annually to all liable businesses commencing 1st April 2012 for five years. The levy will continue to be collected free of charge by Birmingham City Council and passed in its entirety to the BID Company, under the terms of a formal Operating Agreement.

CAN THERE BE ALTERATIONS TO BID ARRANGEMENTS?

- > the BID area and BID levy (other than inflationary increases) can only be altered via an Alteration Ballot or when a Renewal Ballot is held
- > BID projects, costs and timescales can be altered subject to approval by the Board providing they fall within the resources available



FIND OUT MORE

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