



BID3: YOUR LEVY. YOUR FUTURE

# AMBITION

WINTER 2017

## Cornwall Street plans gather momentum

PUBLIC REALM PROJECT LATEST: PAGES 4&5

PLUS:

Evolution of Colmore Food Festival

New security officers to support evening visitors

**BID3:** Working together on a Business District masterplan



## What your BID delivers

- Colmore Food Festival and fringe events
  - Outstanding public realm projects such as Church Street Square, Colmore Square
  - Award-winning exhibitions and attractions
  - £4.5 million of public realm investment over five years
  - Street deep-cleaning programme
  - Floral displays and Christmas lights
  - Ambassadors and police liaison
  - Three Colmore Life magazines per year
  - Profile-raising PR and social media
  - Homelessness awareness and guidance
  - Wellbeing programmes for Business District employees
- AND...
- A passion for prosperity in Colmore Business District

# Your Business District, your levy, your future

## BID CHAIR HIGHLIGHTS THE LEVY CHALLENGES FACING THE DISTRICT

### OUR AMBITION IS TO DELIVER YOUR VISION

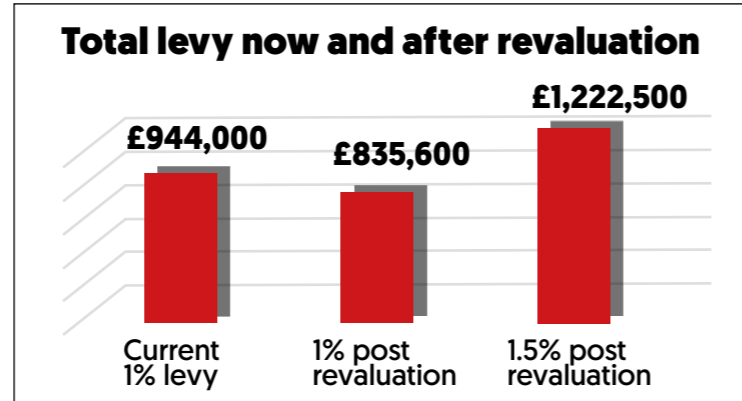
As we move towards BID3 we have bold aspirations to reflect the maturity of the BID and we feel confident in what we can deliver as we move towards our next five-year term.

We understand you will want to see value for money from your investment into the BID and you will want a well looked-after area, befitting the top commercial district in the city, which will mean maintaining our streets to the highest standard and improving and creating public spaces, both large and small.

### SO, LET'S TALK MONEY

As you know we currently collect 1% of the rateable value to pay for our projects. That amounts to around £940,000 per annum. The challenge we are faced with for the next BID term, however, is that rateable values have fallen in about 80% of our properties following the recent revaluation. That means we will collect a significantly reduced levy in BID3.

The city is also facing diminishing baseline services provided by Birmingham City Council due to its financial constraints. This will happen regardless of the existence of Colmore Business District and is something we



must take into considering when we are deciding on the service provision of the BID moving forward.

### HERE'S HOW THINGS LOOK AND HOW THEY COULD LOOK

In order to meet our ambitious plans for the District – to include public realm, evening security, freight management pilot, events and so much more – we are looking to raise the levy to 1.5%.

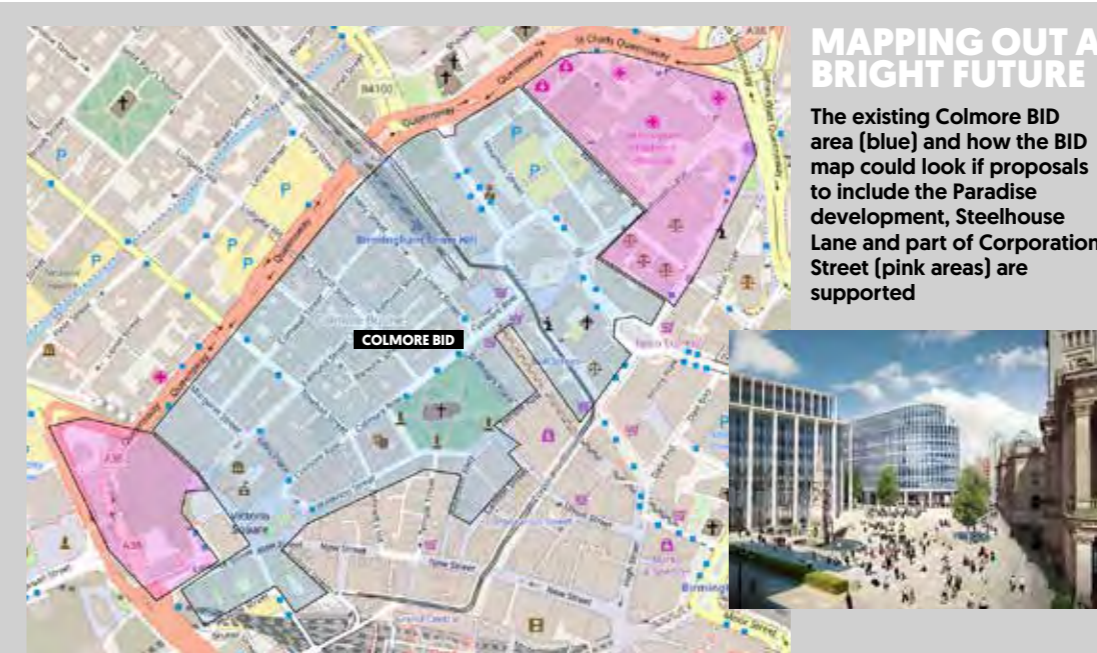
If we keep the levy at the current level, there will be a significant impact on the services we can provide to businesses in the District in the future. We hope you share this

ambition with us for the future of the District and are happy to embark on the evolution of the BID for 2019 and beyond.

### THE BID AREA

We feel there is natural expansion for the BID both to the east and west side of the District. This would encompass the new Paradise development and also take in Steelhouse Lane and part of Corporation Street, which are seen as natural developments to the commercial quarter of the city.

**GARY CARDIN, CHAIR, COLMORE BID**



### MAPPING OUT A BRIGHT FUTURE

The existing Colmore BID area (blue) and how the BID map could look if proposals to include the Paradise development, Steelhouse Lane and part of Corporation Street (pink areas) are supported

## Proposal for Paradise and Steelhouse Lane to be included in Business District

Colmore BID has started discussions to extend its boundary to potentially include the new £700 million Paradise development to the west, along with Steelhouse Lane and part of Corporation Street to the east.

Described as the most important city centre development outside London, Paradise is seven hectares of mixed-use development of commercial, civic, retail, leisure

and hotel space, providing major improvements to pedestrian access and public realm on the former site of the Central Library complex.

Phase One will include the high-profile relocation of PwC in summer 2019 after the professional services giant signed a 90,000 sq ft pre-let deal.

Meanwhile, Steelhouse Lane and part of Corporation Street could fall within the Business District

as part of the same discussions regarding the BID's boundary.

It was recently announced that the Grade II\* Listed Methodist Central Hall on Corporation Street will soon be redeveloped as a hotel, helping to breathe new life into the area.

If we get agreement from the Paradise Board and Birmingham City Council, the changes would come into effect for the BID's third term.

## What we hope to achieve in BID3

- An extra security officer to support the night-time economy and evening workers
  - Dedicated film and music festivals
  - Evolution of the Colmore Food Festival
  - Addressing the problem of broken paving
  - Creative ways of managing freight deliveries in the Business District
  - Support for businesses tackling cyber crime
  - Greening the District with new planters in a design to reflect the conservation area
  - Enhanced support for B2B and SMEs
  - Cultural/historical walks and events throughout the District
  - Parklet project for under-utilised parking spaces
- AND...
- More award-winning public realm projects

Digital image: figuracreative.com



Cornwall Street, above, as it is now and how it could look as part of the regeneration plans



**BID3: We want to deliver**

- A safer, pedestrian-friendly Colmore Row and Livery Street junction
- New planting and benches to dwell in the District



A more pedestrian-friendly gateway to Snow Hill

Visitors to the Business District using Snow Hill station will soon enjoy a more pedestrian-friendly welcome when they arrive in the city centre.

Plans have been put forward to change traffic flow and bus stop locations at the busy junctions of

Livery Street, Colmore Row and Cornwall Street. The most noticeable of the changes will be removing the right-turn from Livery Street to Colmore Row (pictured left) and swapping the location of a bus stop on Livery Street and the taxi rank in front of Snow Hill station. Bus

routes 7, 46 and 101 will be rerouted to accommodate the traffic flow changes.

The BID has campaigned for some time to make the area easier and safer to navigate for pedestrians and cyclists and the plans are being considered by Transport for

West Midlands. Funding for the project will come from multiple sources and work is expected to start in 2018.

The Snow Hill scheme will also see new lighting and street furniture in keeping with the area's conservation status.

# New open spaces for Business District

## PROGRESS FOR CORNWALL STREET AND SNOW HILL ACCESS

**Colmore BID's exciting plans for a reimagined Cornwall Street have taken a step forward.**

Cornwall Street is at the heart of the Business District and home to restaurants Zen Metro, Purnell's and Opus and businesses such as Arcadis.

Bruntwood recently completed its Cornerblock development on the corner of Cornwall Street and Livery Street, bringing 110,000 sq ft of much-needed Grade A workspace to the area.

Colmore BID is leading a public realm project to transform the street to make it more pedestrian friendly with new lighting and seating to stop and dwell.

The £1.2m plans were given a boost when the Public Realm Board, made up of representatives from Birmingham City Council, Transport for West Midlands and Colmore BID endorsed the project at a recent meeting. The plans form part of the BID's Outstanding Places objective that cares for the physical aspects of the Business District.

The BID spends almost half of its levy income over its five-year term on permanent, lasting improvements to public spaces.

An example of this is Church Street Square, delivered in partnership with the city council to create a new place to stop and relax in a previously unloved and under-used space.

The BID followed this up with an award-winning project in Colmore Square, creating a popular place to dwell while in Colmore's 'skyscraper' district, with new soft landscaping and planting, as well as feature-lighting and benches.

Rob Valentine, Vice Chair of Colmore BID and Head of Bruntwood in Birmingham, said: "The delivery of Colmore Square shows the strength a BID can have within the city to drive forward permanent improvements to make Birmingham a more attractive place.

"We are committed to investing in our open spaces and helping to create a more walkable, sustainable and high quality city centre."



**CHURCH STREET SQUARE: HOW THE BID DELIVERED A NEW SPACE FOR THE CITY**

# More vibrancy and wildlife for the Business District

ATTRACTING VISITORS AND BRIGHTENING THE AREA ALL YEAR ROUND

Colmore BID will continue to brighten the Business District by investing in outdoor floral displays and enhancements in the summer to bring colour and greenery to the area.

For the festive season, Colmore BID invests in Christmas lights and decorations to enhance the District, bringing seasonal cheer and improving the environment for all to enjoy. These enhancements are in addition to what is provided by Birmingham City Council.

In the spring and summer of 2017 the BID installed two bee hotels in Church Street Square with the help of the Urban Buzz wildlife project and the city council's Parks & Nurseries Department.

Since 1900 the UK has lost 20 species of bee and a further 35 are considered under threat of extinction.

Earlier on in the year Colmore BID and Urban Buzz installed a bee garden on the roof of the nearby 2 Colmore Square office building to help the creatures as they travel across the city.

## STREET CLEANING

The BID is continuing to invest in a programme of street deep-cleaning to create a more welcoming, attractive environment for visitors



The launch of the Snow Hill Square Christmas tree; one of many decorations across the District paid for by the BID

and workers. The work is being carried out by Ramora Ltd, an industrial cleaning company specialising in steam clean techniques using no chemical

agents. Whenever possible, the cleaning is carried out during evenings to minimise any disruption.

## DIGITAL SCREEN

We plan to develop a new idea that expands upon our track record of award-winning photography in the



The Church Street Square bee hotel

streets and squares in Colmore BID. We will create a new innovation – a permanent digital installation located in Colmore Square.

For the first time we would be able to commission the curation of digital content over the next five years on a screen controlled remotely.

Images would be sourced within the District as well as nationally and internationally. We are currently launching a research and

development phase to identify the investment in technology, the housing, the approvals required, communication and programming. The ambition is to equal the best examples of such installations internationally with inspiring and enthralling content.

## FLORAL FEATURES

Since the inception of Colmore BID in 2009 we have placed emphasis

on ephemeral, as well as permanent enhancements of the District. Floral features play a big part in this; making the District an attractive place to be.

Our long-term and productive partnership with Birmingham Parks and Nurseries has enabled us to get value for money from beautiful and well-received floral features. We have contributed to Birmingham winning Britain in Bloom awards on several occasions.

## BID3: We want to deliver

- An ongoing programme of street deep-cleaning and pavement repairs
- Christmas decorations and lights
- Research into air pollution and schemes to address the issue
- A new approach to freight deliveries in the District

**BID3:** Got an idea for an attractive floral display in the Business District? Email [katy.paddock@colmorebid.co.uk](mailto:katy.paddock@colmorebid.co.uk) with your suggestions

# Our vision for a bigger and better Colmore Food Festival

PLANS TO INCREASE THE APPEAL OF OUR ANNUAL FOOD AND DRINK EXTRAVAGANZA



## BID3: We want to deliver

- Wider family appeal for Colmore Food Festival
- Cultural/historical walks
- Dedicated film and music festivals
- A BID bandstand for live performances

The annual Colmore Food Festival could get even bigger and better as part of plans to attract more visitors to the Business District during the summer.

Arranged by the BID, Colmore Food Festival has established itself as one of the UK's biggest free-entry food festivals.

The number of visitors attending has grown considerably over the years from 5,000 in 2011 to 30,000 in 2017.

The BID team is not resting on its laurels and is working with leading events organisers to make it a family-friendly attraction over two days.

The look of the Festival could also change, with colourful beach huts and performers to reflect the summer vibe. The weekend of food stalls, cookery demonstrations and live performances will continue to provide a platform for Business District food and beverage

businesses to showcase their culinary delights to thousands of diners.

Colmore Food Festival 2017 gave Business District newcomers Gusto, The Alchemist, 200 Degrees Coffee and Gaucho a chance to showcase menus to their new neighbours.

The BID partnered with I Choose Birmingham to help promote the Festival and national food magazine Delicious for a VIP competition.

Colmore Food Festival 2017 secured more than £22,000 of regional press coverage in print, online and through broadcast media.

**BID3:** What events would you like to see in the District?  
Email [lucy.elvin@colmorebid.co.uk](mailto:lucy.elvin@colmorebid.co.uk) with suggestions

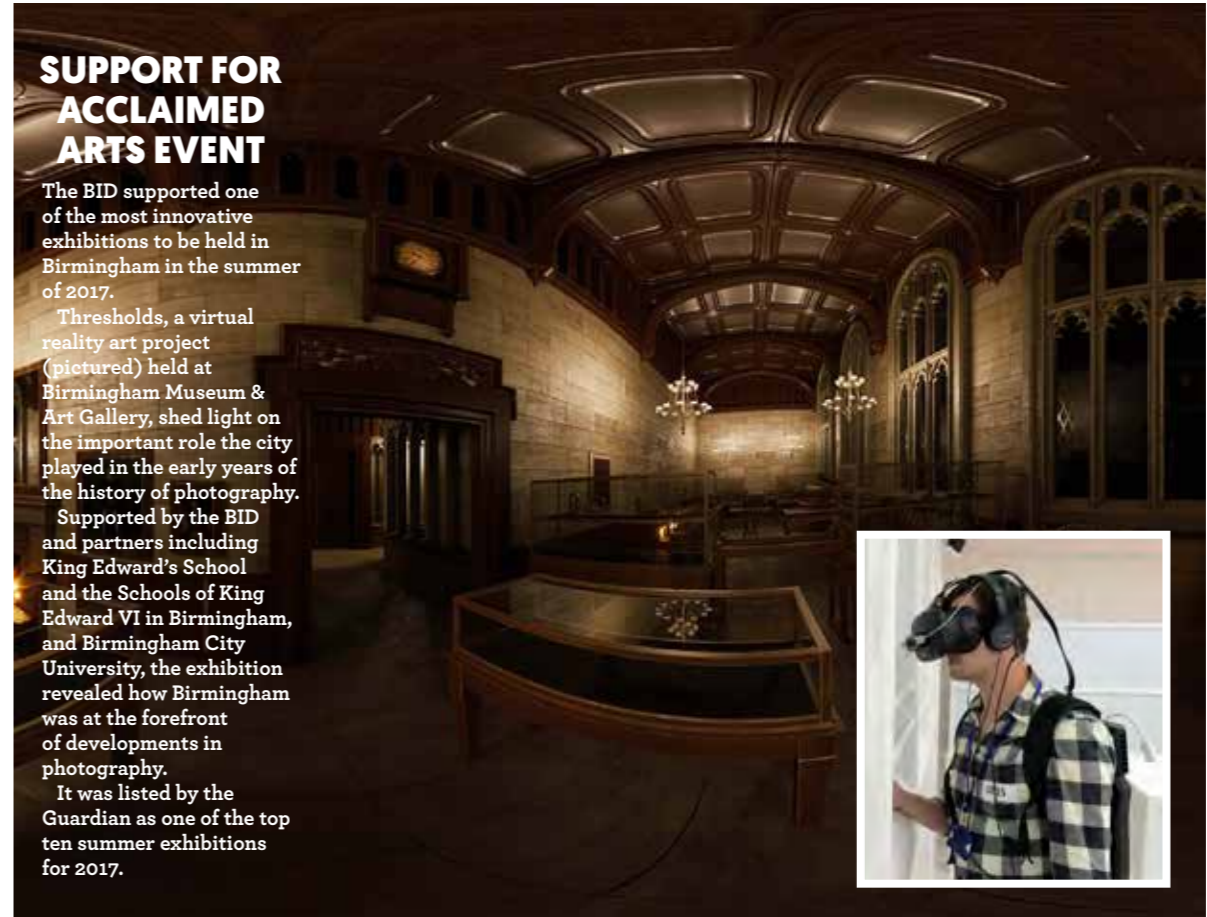
## SUPPORT FOR ACCLAIMED ARTS EVENT

The BID supported one of the most innovative exhibitions to be held in Birmingham in the summer of 2017.

Thresholds, a virtual reality art project (pictured) held at Birmingham Museum & Art Gallery, shed light on the important role the city played in the early years of the history of photography.

Supported by the BID and partners including King Edward's School and the Schools of King Edward VI in Birmingham, and Birmingham City University, the exhibition revealed how Birmingham was at the forefront of developments in photography.

It was listed by the Guardian as one of the top ten summer exhibitions for 2017.



## SIFA FIRESIDE TO BENEFIT FROM FILM SCREENING



Colmore BID is aiming to build on its busy events and exhibitions schedule.

The BID is working with Flatpack Film Festival to support special screenings, including a silent movie at Birmingham Cathedral. One pound from every ticket will go to SIFA Fireside, the BID's nominated charity.

Plans are also progressing for screenings in 2018 at Nettle, Birmingham Museum & Art Gallery and other venues.

There are also plans for new music events, a photography exhibition and cultural walks around the District.

## AWARD-WINNING #NICKLINUNSEEN

The Colmore BID #NicklinUnseen exhibition, which displayed the work of University of Birmingham photographer Phyllis Nicklin in Snow Hill Square, won the British BIDs Awards 'Place Marketing - Large Location' category.

More than 1,800 people voted for 13 different shortlisted projects in the awards, with 51 per cent of all votes supporting #NicklinUnseen.

Colmore BID seed-funded the project before working alongside David Oram of Brumpic and curator Pete James to deliver the exhibition, which was also funded with a Heritage Lottery Fund grant of £10,000 and support from transport consultant JMP (now Systra).

#NicklinUnseen also featured a special film and workshops.



# Promoting places to work, eat and relax

## BID'S GROWING PRESENCE ON SOCIAL MEDIA, EMAIL AND THROUGH LOCAL NEWS

Since 2010, Colmore BID has been delivering a regular magazine targeted at the business professionals within the local area.

The aim of Colmore Life magazine is to raise awareness of the businesses in the area, but also to highlight the work the BID does.

Colmore Life has established itself as one of the most popular publications in Birmingham city centre and helps promote new food and beverage destinations, business appointments and key events in the Business District.

### BITESIZE EMAIL

Colmore BID's 'Bitesize' email newsletter is sent every Tuesday to more than 2,000 people and is



## BID3: We want to deliver

- A growing social media presence for the BID, the District and businesses
- Profile-raising PR for the District to attract visitors and investment
- Colmore Life magazine to help sell the area to visitors

proving more popular than ever after a recent redesign.

The email promotes Business District events and shares announcements that are relevant to the area's workers and visitors.

Bitesize is opened on average by 25% of the people who receive it, well above the industry average of 17%.

### SOCIAL MEDIA

The BID has an active online presence through its social media and website. The BID



communicates with its members via Facebook, Twitter and Instagram, collectively reaching over 65,6K people.

The BID uses social media and its website to keep BID members up to date with the latest news, offers and events that are happening in the District, and keep them informed about the projects that the BID is working on.

### PR

The BID works with a former newspaper editor to help secure PR coverage for its many projects, public realm schemes and events and help raise the profile of the Business District as a great place to work and visit. Through this work, the Business District regularly features in local and national newspapers, business news websites and TV stations, and generates positive publicity worth thousands of pounds.

### AREA GUIDE

The BID produces an annually-updated area guide for visitors to the area, listing all hospitality and service businesses in the District.

## CREATIVE AND INNOVATIVE IDEAS FOR A CLEAN BUSINESS DISTRICT

### POLLUTION MONITOR

The Colmore Business District has been designated a Green Travel District (GTD) as part of a partnership between Colmore BID and the city council's 'Birmingham Connected' Mobility Action Plan. It is hoped the scheme will lead to a reduction in the use of the private car, which will drive economic, social and health benefits, and tackle air pollution across the city centre.

The GTD, which is described as 'not anti-car, but pro-pedestrian', will see investment focused on public transport, walking and cycling.

A pollution monitor has been placed in one of the busiest areas of the District to monitor air quality. This information will help shape the future of the GTD.

### FREIGHT DELIVERIES

Colmore BID GTD is proposing a business-led solution to reducing vehicles stopping, starting and moving through its tightly-packed streets. Once we have a finer understanding of businesses' needs we will do three things.

We will study the geography of the District to see if we can help vehicles flow well and make efficient deliveries.

We will work with delivery companies on modelling better solutions. We will partner with Birmingham City Council to seek out mechanisms for managing the solutions on the streets.

# Working for a greener and more mobile Business District



The BID called on businesses in the District to take part in the first National Clean Air Day and received a great response with employees choosing to cycle or walk to meetings

### SHIP to LGF

Colmore BID played a key role in funding and developing the Snow Hill Interchange Plan (SHIP), the transport element of Snow Hill Masterplan.

The ambitious outcomes of this groundbreaking transport study formed the the initial project list for the Local Growth Funded Snow Hill Public Realm programme, an ongoing £10m programme to make more outstanding places in the District jointly led and funded by Colmore

BID. SHIP's ambition to make the area around Snow Hill Station work better as a transport interchange and as a series of prime public realm locations is coming to fruition through the direct action of the BID.

### Z MAPS

Making the District more navigable for visitors, whether for business or pleasure, has been high on the BID's list of priorities since 2009. The Interconnect way-finding totems are an obvious way of doing this, but



BID director Paul Fielding trials the Tripl bike, one option for a new approach to small freight deliveries

there have been more subtle ways too; and the BID's successful Z-map has been one of them.

A map of the District that folds down to business card size, yet opens up to a legible, easy to use map with key landmarks shown and food,

hospitality and retail venues printed around the map. We've distributed thousands of these useful documents, though we are now looking at digital alternatives as people make greater use of mobile devices for navigation.

### SNOW HILL GROWTH STRATEGY

Snow Hill Masterplan, launched in 2015, hinted at what could be possible around Snow Hill Station, the area south of St Chads and Great Charles Street Queensway.

Colmore BID has long held the ambition to lead the charge in doing away with the not-fit-for-purpose Snow Hill Station and breaching the artificial barrier that the A38 makes between the District and the Jewellery Quarter.

We were determined to do what we could to make sure that the promise of Snow Hill masterplan didn't go unfulfilled and the announcement in 2016 that the then Chancellor of the Exchequer was giving £2m for further work on the Masterplan was taken as our cue to get involved and stay involved. We now have meaningful representation on all three levels of governance in what has come to be known as Snow Hill Growth Strategy and we are pleased that two Colmore BID businesses are playing a key role in the feasibility work.

The fruits of our ambition in this area may well be on the far side of our next BID term, but we will continue to push to make our District fit for 21st Century business and urban life.

**BID3: Do you have any green travel ideas? Email [philip.singleton@colmorebid.co.uk](mailto:philip.singleton@colmorebid.co.uk)**

# New security roles to patrol evenings

**BID-FUNDED OFFICERS TO OFFER ASSISTANCE AFTER DARK**

The Business District is evolving, with a booming night-time offering in addition to the established office-hours economy.

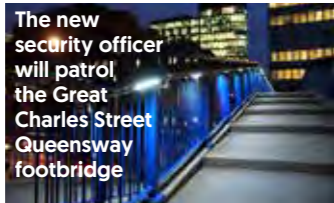
New openings such as Gaucho, Gusto and The Alchemist join established venues Asha's, Nosh & Quaff, Chung Ying Central, Opus and Purnell's to cater for visitors keen to sample the District's global cuisine into the small hours.

Colmore BID is keen to provide a safe welcome for these visitors and is intending to employ new evening security officers to help everyone have a safe and enjoyable night out.

The new roles will also offer assistance if required to those leaving offices later than planned with a visible and welcoming presence for workers across the District.

**HOMELESSNESS ISSUES**

Street homelessness has visibly increased in recent years and the rate of rough sleeping in Birmingham is higher than the national average.



The new security officer will patrol the Great Charles Street Queensway footbridge

Homelessness has a real impact on the District and our city; the BID has worked hard to ensure it is involved in trying to find new ways to tackle the problem, making sure that businesses' views and needs are represented at all levels.

As well as participating in cross city groups focused on tackling the issue and providing oversight and support to new initiatives, the BID has signed up to be an active member of the Mayor of the West Midlands' Taskforce on Homelessness.

The BID will continue to support its nominated charity, SIFA Fireside. The Digbeth-based charity has provided services to rough sleepers in the city for 35 years. Through the BID's fundraising activities, local businesses have

raised thousands of pounds, allowing SIFA Fireside to carry out important work such as its daily hot meals.

Most recently a team of Business District workers raised funds for SIFA Fireside as they tackled the Vélo Birmingham 100-mile cycle sportive on behalf of Colmore BID.

The BID's Vélo cyclists - James Trevis, Richard Lloyd, Dominic Richardson, Paul Jackson and Haroon Rashid - responded to an invitation to take part through the BID's Bitesize email newsletter and each committed to raising £400 from the cycle sportive.

They went on to raise an incredible £5,200 in total.

**CATHEDRAL SQUARE LIGHTING**

Working in partnership with West Midlands Police and Amey, Colmore BID facilitated the installation of a CCTV camera in Birmingham Cathedral Square, covering what was previously a CCTV blind spot in the grounds. The camera is monitored at Birmingham Central Police Station



Colmore Business District Security Officer **Brendon Stewart, Street Operations Manager John-Jo Von Johnson and Ambassador Derek Glendinning**

and its furniture is sensitive to the heritage surroundings of the Cathedral.

Colmore BID has also worked with Amey to replace existing lighting in the square which had become dull and dirty.

The lighting has been upgraded and replaced with translucent globes that resist dirt and damp whilst providing high levels of illumination.

The new globes also have a spiked collar to dissuade birds from perching on them, in an effort

to keep them clean and to extend their lifespan. One of the few green spaces in the city centre, Cathedral Square, is an area of high footfall with thousands passing through the grounds daily.

The square is also used by the public as an area in which to dwell, with many employees in the District using the grounds for lunch breaks.

**AMBASSADORS**

The BID's team of Ambassadors

have become a familiar and reassuring sight in the Business District.

As the BID's 'eyes and ears' around Colmore Business District, the Ambassadors provide a welcoming presence whether the streets are busy or quiet, come rain or shine.

In addition to street cleaning issues and hazards, the Ambassadors report anti-social behaviour to West Midlands Police using their reporting devices.

By building closer relationships

with the police, the Ambassadors have been able to share intelligence and build cases against persistent aggressive beggars.

The team also refer rough sleepers to the appropriate support services, and help businesses connect to Facewatch, a free, city-wide online resilience and reporting tool.

The Ambassadors are highly visible in a professional uniform comprising a three-piece suit, red tie, bowler hat and 'here to help' badges.

## SECURITY NETWORK RETURNS

The Colmore Security Network is an initiative designed to bring together facilities managers and others who are responsible for helping to keep the District safe.

The network started in 2014 and in a year where the safety of public spaces is again high on the agenda, 2017 was the right time to re-introduce the network to help to develop the District's preparedness for, and resilience in the event of, a major incident in the city.

For this initial meeting, the network was guided through a simulation by a National Security Officer designed to get participants thinking about how they would manage an incident of this nature in real life.

The network is planning to meet again next year to discuss other security issues facing business in the District.

**BID3: We want to deliver**

- A new evening security officer
- Ambassadors greeting visitors and acting as the 'eyes and ears' for the District
- Projects to help companies tackle cyber crime
- Personal safety training

**BID3:** What would you like to see tackled by the Colmore BID Safe & Sound group? Send an email to [jonathan.bryce@colmorebid.co.uk](mailto:jonathan.bryce@colmorebid.co.uk) with your suggestions

# Colmore Chorus offers a voice for Business District

RETURN OF POPULAR CHOIR ADDS TO GROWING PROGRAMME OF ACTIVITIES

The Business District choir – Colmore Chorus – has returned after its summer break with more than 20 people now part of the group.

Led by experienced choirmaster Colin Bains, Colmore Chorus will perform at several events over the Christmas period including a recital at the courtyard of Hotel du Vin, Church Street, on 1 December.

The choir features Business District workers of all ages and backgrounds and is part of the BID's Community Building ambitions.

## COMMUNITY GAMES

The annual Community Games event, hosted in Victoria Square, sees teams from businesses in the District compete against each other in disciplines such as Touch Rugby, Badminton, Orienteering, Archery and Golf Putting.

It's a great team-building event with a real community feel. All proceeds from this event go straight to the BID's nominated charity, SIFA Fireside, and over £800 was raised at the 2017 event.

## WELLBEING

The community building working group has delivered two successful wellbeing series. The wellbeing



of employees has an impact on staff motivation, engagement and retention.

## YOGA

Colleagues in the District can attend subsidised weekly yoga sessions.

Yoga is recognised as promoting increased energy levels and reducing fatigue, and it improves concentration and focus.

**BID3:** Is there an event or group you would like to see in the District?  
 Email [clairej.smith@colmorebid.co.uk](mailto:clairej.smith@colmorebid.co.uk) with your suggestions

## ACTIVE COLMORE

Colmore Business District continues to work with Run Birmingham to encourage more people in the area to get out and start running.

Colleagues from the District have attended workshops and expert-led running groups to hear how the Run Birmingham programmes work and how we could incorporate running clubs in the District.

Run Birmingham's aim is to help people take the first steps to a more active life. Run Birmingham leaders give support and guidance with a real focus on those new to exercise. With Run Birmingham's help, Colmore BID now has groups suitable for beginners and improvers.

Pictured: Colmore Chorus rehearsals with choirmaster Colin Bains, left, a Run Birmingham group, above, and the Community Games in Victoria Square, right



## BID3: We want to deliver

- Continued support of physical activity for BID workers
- The Colmore Chorus choir performances and rehearsals
- The popular Community Games
- Wellbeing events and workshops



# An influential Board for Birmingham city centre



**SIR ALBERT BORE**  
BIRMINGHAM CITY COUNCIL



**ALEX TROSS**  
Director,  
Head of Office Advisory  
LAMBERT SMITH  
HAMPTON



**AMARDEEP GILL**  
Partner  
TROWERS AND  
HAMLINS LLP



**TARA TOMES**  
Managing Director  
EAST VILLAGE



**MARC STONE**  
Chief Financial Officer  
CATAPULT ENERGY  
SYSTEMS



**GARY CARDIN (CHAIR)**  
Senior Director  
CBRE



**SARAH SKURR**  
Building Manager  
WORKMAN FM



**TONY GREEN**  
Chief Executive  
HORTONS' ESTATE



**ANDY PARSONS**  
City Centre  
Superintendent  
WEST MIDLANDS POLICE



**CHRIS POLE**  
Director  
KPMG



**PAUL FIELDING**  
Chartered Wealth  
Manager  
BREWIN DOLPHIN



**ALAN BAIN**  
Business Director –  
Midlands  
SYSTRA



**NICOLA FLEET-MILNE**  
CEO  
FLEETMILNE PROPERTY



**MIKE BEST**  
Senior Director  
TURLEY



**ROB VALENTINE (VICE CHAIR)**  
Director for Birmingham  
BRUNTWOOD



**MELANIE WILLIAMS**  
Partner  
DWF LLP



**JAIMON GEORGE**  
Director  
ZEN METRO  
RESTAURANT AND BAR



**SANDEEP SHINGADIA**  
Head of Programme  
Development  
TRANSPORT FOR WEST  
MIDLANDS



**TONY ELVIN**  
General Manager  
HOTEL DU VIN



**RICHARD GUY**  
Co-Founder and Joint  
Managing Director  
SIMKISS GUY

**MEET THE 20 PEOPLE WORKING TO CREATE A BETTER COLMORE BUSINESS DISTRICT**



## OUR LONG-TERM VISION FOR THE BUSINESS DISTRICT AND HOW YOU CAN PLAY YOUR PART



Of all 13 Birmingham BIDs, Colmore BID has the lowest levy, equal only to the lowest of two levy rates charged by Westside BID and Retail BID  
Data: Birmingham City Council

### COLMORE BID, THE CONTEXT LOCALLY AND NATIONALLY

There are a total of 12 BIDs in the city - 13 if we include the emerging Eastside and Digbeth BID. Of all 13, Colmore BID has the lowest levy, equal only to the lowest of two levy rates charged by Westside BID and Retail BID.

In 2017, British BIDs undertook a national survey. A wide range of statistical and other related information was collated in order to get a feel for what BIDs around the country are doing.

27% of BIDs have a 1% levy, but 28% of BIDs now have 1.5% as their levy. Nationally a total of 68% of BIDs operate with a levy greater than 1%, up from 64% last year.

### BID3 AND BEYOND

We are an ambitious BID and the team and Board feel energised and excited about what we can achieve in BID3 with your support.

We have been working with Broadway Malyan and other partners to develop a public realm masterplan for the District, which complements the Snow Hill Master Plan launched in 2015 by Birmingham City Council and Colmore Business District. Works will start next year on new public realm in the District, but the Broadway Malyan visionary plan provides inspiration for projects for BID3 and beyond.

Our part of the city centre is developing and growing; not only

with an expanding professional services sector, but with new coffee shops, bars and restaurants setting up. We are proud that we have many independents in the hospitality sector and we want to see that increase and flourish in future years. We will grow and develop Colmore Food Festival, we will produce marketing material, we will promote venues via social media and we will do whatever we can to help to create the right environment for continued growth in this sector.

We are fully supportive of the bid to bring the Commonwealth Games to Birmingham in 2022, and we will work actively with partners to maximise the benefits for the District, should the city be successful in the bid.

We know that feeling safe and sound is extremely important to everyone in the district; we think it is important in BID3 that we provide more on street support beyond 5pm and into the early evening.

We know you are concerned about paving not being at an appropriate standard for a prestigious Business District such as ours, so in the future we would like to work with Amey to see how we can raise the standard of paving in the District.

We have lots of ideas for the future of Colmore BID, but more importantly we want your ideas; this is your BID and we want you to help shape it with us.

We will be holding focus groups, we will be visiting your offices, we will be talking to you at events, all to find out what you would like to see in our new BID because this is...

**Your BID, Your Levy, Your Future.**

**MICHELE WILBY,  
EXECUTIVE DIRECTOR,  
COLMORE BID**

[michele.wilby@colmorebid.co.uk](mailto:michele.wilby@colmorebid.co.uk)



Michele Wilby, centre, collects her Downtown in Business award from event host Ed James and Eileen Schofield of Birmingham Law Society

## AN AWARD-WINNING BUSINESS DISTRICT

Colmore Business District companies and employees won a host of awards at the recent Downtown in Business City of Birmingham Business Awards.

Several Business District representatives picked up awards at the inaugural ceremony, held at Edgbaston Stadium on Thursday, November 16 and presented by Ed James.

Among the winners was Colmore BID Executive Director Michele Wilby, who was crowned Woman of the Year.

Out of a total of 23 categories, ten were picked up by people or firms within the Business District:

- Bar of the Year – The Alchemist
- Restaurant of the Year – Opus Restaurant

- Hotel of the Year – Hotel Du Vin & Bistro
- PR and Marketing Agency of the Year – Urban Communications
- Community Impact Award – Lloyds Banking Group
- Legal Firm of the Year – Trowers & Hamlins
- Financial Services Provider of the Year – Investec Wealth & Investment Limited
- Accountancy Firm of the Year – Grant Thornton UK LLP
- Property & Construction Company of the Year – Bruntwood
- Woman of the Year – Michele Wilby, Colmore Business District



# **BID3: WHAT WOULD WE DELIVER WITH A LEVY OF £1.2M?**

A bigger and better Colmore Food Festival

Extended security service into the evening

Continue to have Ambassadors providing a welcoming presence and the 'eyes and ears' in the District, reporting broken paving, people sleeping rough, and street-cleaning needs

More award winning public spaces across the District, large and small

Innovative use of parking spaces

Pilot project for freight delivery

Continue to help tackle homelessness in the District

Outdoor art exhibitions

Work with SMEs providing profile and support

More street cleaning, floral displays and Christmas lights

Continue advancing a sense of District belonging through Colmore Life magazine, networking events, sporting groups and lunchtime activities

Ongoing promotion of the District through social media