



# COLMORE BID

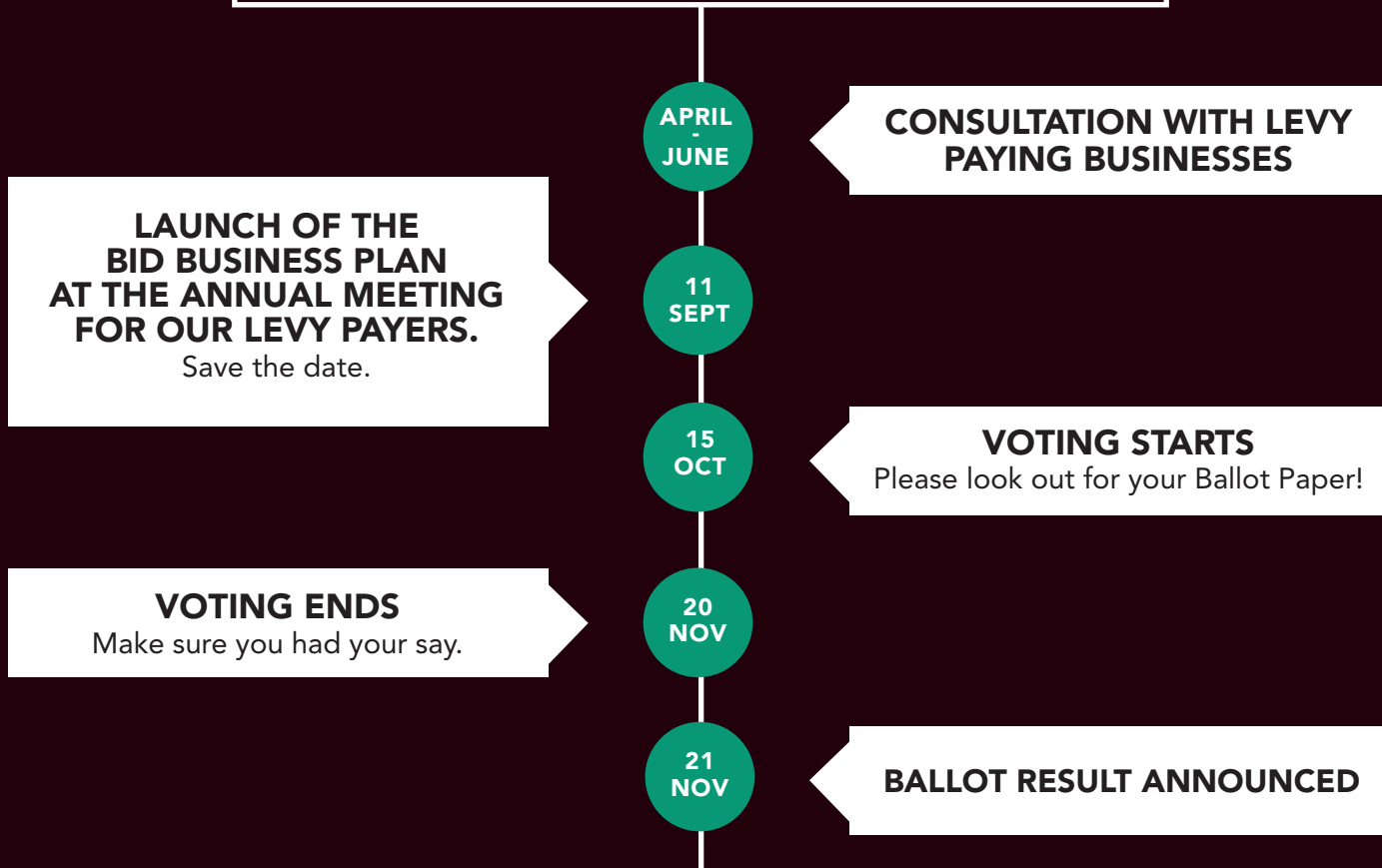
## WHAT HAPPENS NEXT

Between now and June, Colmore Business District will be contacting levy payers and hosting a number of informal workshops; this is your chance to refine the ideas presented in this booklet and contribute to our business plan. If you would like to participate, have any questions about what you've read, or about the Business Improvement District's renewal process, please contact Michele Wilby, Colmore BID's Executive Director, on [michele.wilby@colmorebid.co.uk](mailto:michele.wilby@colmorebid.co.uk)

## WELCOME TO PARADISE

Earlier this year, the Boards of both Colmore BID and Paradise agreed that this landmark new development would join Colmore Business District. We look forward to welcoming our new neighbours into the District in BID 3.

### COLMORE BID CALENDAR DATES



THE PLACE TO DO  
**BUSINESS IN BIRMINGHAM**

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**BID 3**  
**CONSULTATION**  
**DOCUMENT**

The Award-winning Colmore BID was established in 2009 to create a thriving, nationally-recognised business community around the Colmore Row area of Birmingham city centre. We've been doing just that since 2009, delivering new projects, exciting events for workers and visitors, and improving services for our businesses.

Colmore Business District is now established as the commercial heart of Birmingham, with over 500 companies employing around 35,000 people and occupying over 5 million square feet of office space.

In October 2018, we will be asking businesses to Vote Yes for our 3rd five-year term. As part of our commitment to our members, we have been building our business plan for 2019-2024, and you will receive your copy in September.

What you're reading now is a snapshot of Colmore BID's achievements since 2009, and our ambitions for 2019 onwards. As one of the UK's top Business Improvement Districts (BID), we will be continuing our current work and adding new, ambitious projects to enhance the District.

## COLMORE BID'S ACHIEVEMENTS OVER THE LAST FIVE YEARS

### SINCE MARCH 2014 WE HAVE...

Leveraged £10m from an investment of £1.4m in the District's public realm; an ROI of over 700%

Held over 140 events so far; an average of 36 each year. Those events were attended by over 1,500 people, an average of almost 400 each year

Continued to develop the Colmore Food Festival; our landmark celebration of the best food and drink in the city showcases almost 30 venues from the District. This event alone attracts 30,000 visitors each year

Promoted levy-paying businesses over 700 times; that's an average of 180 free marketing opportunities a year

Conducted a Deep Clean of over 45,500m<sup>2</sup> of streets in the District, equivalent to more than 6 football pitches

Provided 280 floral features across the District every year

Adorned the streets with 90 Christmas decorations each year, until 2017 when we increased the number to over 100

### OUR AMBASSADORS AND SECURITY TEAM HAVE:

Interacted with 53,000 visitors and staff

Reported over 6,500 incidents of dirty streets

Reported 1,500 issues with our streets and pavements, including over 300 broken paving slabs and over 400 incidents of abandoned road signs

Tackled over 3,500 incidents of anti-social behaviour

### OVER THE LAST FIVE YEARS, WE'VE RAISED THE PROFILE OF THE DISTRICT WITHIN THE CITY AND THE WIDER REGION:

A Social Media following of 11,500

84,000 editions of our magazine, Colmore Life, printed and delivered

11,000 copies of our Area Guide, featuring our hospitality venues and services printed and delivered

Won a series of awards including:

CIHT and ATCM Awards in 2013 for Church Street Square, British BIDs Proud Project 2014 for Colmore Square, RHS Chelsea Flower Award 2015 for the floral feature in Birmingham Cathedral Grounds, British BIDs Proud Project 2016 for #NicklinUnseen, Our Executive Director was awarded Woman of the Year 2017, awarded by Downtown Birmingham in Business Shortlisted for ATCM's BID of the Year Award 2016



## COLMORE BID'S AMBITIONS IN OUR THIRD TERM

For Colmore BID's 3rd five-year term we are proposing to collect a levy of 1.5%. This will generate over £5 million of additional, business-led investment into the district. We've been listening to our members on how we can continue to ensure our area is the beating heart of business in Birmingham, and here are some of the exciting projects proposed.



### A SAFE AND CLEAN DISTRICT

Extend our Security Officer scheme into the early morning and evening to offer increased reassurance, and continue to provide Colmore BID Ambassadors.

Continue to pro-actively support activities that tackle homelessness by working with a wide range of partners.

Brighten the district with investment in floral features and festive lighting.

Tackle poorly maintained pavements with Amey, and ensure paving is regularly cleaned and well maintained.



### BUILD A BETTER DISTRICT

Making a more pedestrian friendly area - creating new places for people to relax and enjoy the District.

Continue to deliver Colmore BID's Spatial Masterplan by influencing regeneration plans for the District and ensure strong connections to the HS2 station at Curzon Street.

Develop a business-led solution to reducing freight and delivery vehicles entering Colmore Business District.

Install 'Pocket Parks' throughout the district, creating new micro spaces for people to sit, to chat, and to enjoy.

Design and construct a digital screen for Colmore Square, featuring an ambitious curated program of content.

Launch the 'Pop-Up Colmore' scheme, by brokering creative uses and activities into underused external and internal spaces.



### ENGAGE OUR COMMUNITY

Connect our community to events and opportunities within Colmore Business District. We'll do this by:

Increasing Colmore BID's web, mobile, and social media presence, content and engagement.

Expanding the reach of the Colmore Life magazine.

Regularly updating Colmore BID's Area Guide and map, offering this content digitally too.

Increase PR content and reach for Colmore BID's events, activities, and opportunities. Use this platform to celebrate our independent and SME business community members.

Increase business networking opportunities, promoting a 'Buy Local' mentality, and offering business support and mentoring between larger businesses and SMEs.



### DELIVER GREAT EVENTS

Continue Colmore BID's popular events programme for people working in or visiting the District, building on the success of the Colmore Food Festival, and launching dedicated film and music festivals.

Expand our programme dedicated to people working within the District, through physical activity such as running clubs and the Community Games, social groups like Colmore Chorus or new urban gardening clubs, and wellbeing events like yoga or inspirational after-work talks and discussion groups.

Extend the reach of our events into lunch hours, after work, and late evening.



### GROW OUR COMMUNITY

Promote Colmore Business District as an ideal inward investment destination through national and international PR, targeting potential new businesses from existing and new sectors to improve the District's resilience and attractiveness.

Build stronger links with Birmingham's universities, supporting emerging business talent where possible.

Engaging with property owners and agents to ensure broad support for the above.