

*Annual Report*  
**2015/16**

Colmore BID  
continues to  
flourish



*A message from the Chair*

HEI

***It is my pleasure to share our Annual Report with you which presents an overview of Colmore Business District's projects and activities from July 2015 to July 2016. We launch this report at our Annual Meeting, at a time when we reflect on the successes of the last three years of this term, evaluate our progress and look to the future.***

We have commissioned independent researchers to consult with our levy payers and help us critically assess our performance, review our strategic direction and identify new projects. The research team will report by the end of 2017. In the meantime, we will establish a BID3 steering group to begin the important task of shaping our proposed business plan for the third term. Our award-winning and pioneering achievements from this second term will influence our ever-increasing ambition and vision for this District.

Creating world-class public realm in the District is integral to our BID. You will find an update on the multi-million pound improvements to Snow Hill Square on page 5 and areas for improvement in Tranche 2 of the project, the wider Snow Hill area, are being identified. On that note, our Property Owners and Agents Forum is proving to be an invaluable source of expertise for our long-term investment projects.

In this document we can only offer a brief snapshot of our activities and projects, but our new website provides a full events calendar, project overviews, blogs and news which will help you keep fully up-to-date.



Gary Cardin • BID Chair





# Outstanding Places

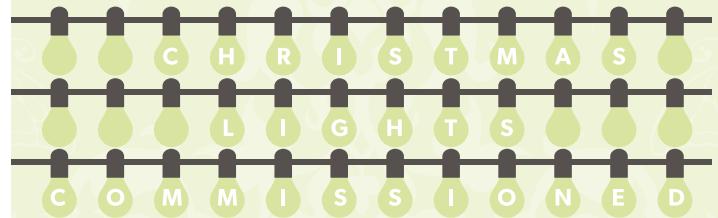
*Caring for the physical aspects of Colmore BID by delivering, influencing and partnering on public realm projects to make Colmore BID an outstanding place made up of outstanding places.*

*Last year we announced our commitment to invest £1.4 million of BID levy income to leverage £4.66 million of new money from the Local Growth Fund to spend with our partners, Centro and Birmingham City Council, on Snow Hill Complementary measures.*

This programme will improve public realm, connectivity and the pedestrian experience in the wider area around Snow Hill Station and the District. Partners have been identified to work with us, along with a final design for Tranche One (Snow Hill Square). Site identification and design aspirations for Tranche 2 is underway.

Colmore BID secured £10,000 from the Heritage Lottery Fund to co-fund the #NicklinUnseen photography exhibition. This outdoor exhibition of Phyllis Nicklin's work proved to be exceptionally popular and the BID ensured a legacy impact with the delivery of a photography workshop and production of a film of her work.

The BID never neglects valuable day-to-day initiatives, including commissioning Christmas lights and biannual deep-cleaning of the streets and funding attractive floral features.



Successfully applied for **£10,000** Heritage Lottery Fund grant to co-fund **#NicklinUnseen photography exhibition**



Commissioned **unique and attractive floral features**



Procured **two** deep **cleans** of the District



# Accessible & Connected

*Caring for the experience of moving around Colmore BID. Influencing and partnering on policy and projects to make the District navigable for people with differing mobility.*

*Birmingham City Council is developing a new masterplan to guide the development of how traffic is managed in the City Centre for the next couple of decades.*

Several members of our Board and the office team contributed to a productive workshop with the City's Transportation team to identify important issues for business and to influence the City Centre Transport Master Plan right from the start.

Our Ambassadors in their eye-catching Colmore BID branded uniforms support pedestrians to navigate their way around the District. Over the last 12 months they have greeted and provided wayfinding assistance to over 19,500 people on the District's streets. This means that on average 11 people per hour have been given directions to one of our retailers or been escorted to their business meeting.



On average our Ambassadors give **directions** to **11 people** per hour



Provided **wayfinding** assistance to **19,759 people** in the district

**60% of visitors were on business**



# Safe & Sound

*Caring for the experience  
of being in Colmore BID  
and feeling safe and  
secure day and night.*

## *The Ambassador service has developed so that a member of the team is now a security officer.*

John-Jo has an SIA licence, works closely with the police and is trained to provide more support with anti-social behaviour. Our remaining two Ambassadors focus on welcoming visitors and providing wayfinding assistance. The BID is a member of the city's Night Time Economy Group and chairs the Daytime Economy Group. Both groups report to an overarching Business Crime Steering Group of which we are also the Vice Chair. This allows us to share valuable intelligence, strategically tackle business crime and contribute to interventions on rough sleeping and online crime reporting.

Facewatch, an online business reporting tool, continues to be available free of charge to all businesses. Businesses can share intelligence, including images of people causing persistent nuisance in the district.

Our **Ambassador programme** has been in place for **2 years**

### Facewatch

Available **free** of charge to all businesses; enabling companies to **share intelligence** with each other and the police

Supported by **3** designated **Police Community Support Offices**

Strategically tackling business **crime** and **nuisances**

**HELPING**  
to reduce  
rough sleeping

**Ambassadors** now include a **security officer** with an **SIA licence** who works closely with the police



# Business Matters

*Shaping and articulating the strategic voice for Colmore BID across the city to make sure that the collective message of all businesses is received in appropriate loci of influence.*

## *Colmore BID is playing a leading role in launching the Birmingham City Centre Strategic Board (CCSB).*

CCSB will set major strategic goals for city centre development. The Board is represented by the five city centre BIDs, Birmingham City Council, Transport for West Midlands, Marketing Birmingham, West Midlands Police, Eastside Forum, Digbeth Forum and the City Centre Neighbourhood Forum. CCSB has established a number of working groups. One group is exploring the possibility of a city centre management company which could give CCSB substantial operational capabilities to deliver city centre services.

In the last 12 months we have held two Property Owners and Agents Forum meetings and circulated two bespoke e-bulletins. The forum is well-attended by owners and their representatives from across the UK and provides an opportunity to discuss strategic matters, particularly in relation to investment in the public realm, beyond this BID term.

## The **Property Owners and Agents Forum...**

is an invaluable **source of expertise** for our public realm investments





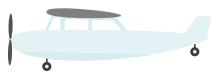
FORMERLY  
EET. 1



# Place Marketing

*Caring for the Colmore  
BID brand and partnering  
and delivering projects  
that promote the brand  
(internally and outwardly) and  
contribute to the vibrancy of  
'Colmore Life' for those who  
work, live and play here.*

VIEW FROM THE ROTUNDA



**Food Sensory fringe** event **sold out** in under an hour

## ***In July, the BID held the sixth annual Colmore Food Festival.***

Birmingham's premier food and drink festival remains unique by neither charging entrance fees nor separate participation fees and exclusively showcases Colmore BID venues. This year's Festival attracted sponsorship and around 30,000 visitors. The BID partnered with I Choose Birmingham and participating venues to host the first programme of Festival fringe events. To celebrate the success of the Food Festival, later in the year we will auction off a specially-commissioned Horace Panter painting to raise funds for our nominated charity.

In 2015, we began co-ordinating our popular film nights in-house. This resulted in significant cost savings without compromising on quality. Colmore Cinema Club screenings have included *The Grand Budapest Hotel* at Hotel du Vin, *Alice in Wonderland* at the Jekyll and Hyde and *Sweeney Todd* at The Old Joint Stock.

After a review, the working group concluded that a Colmore BID rebranding exercise would not be appropriate until the build up to the third term of the BID. In the meantime, the bi-monthly e-newsletter *Bitesize* has been refreshed and our bespoke piece of artwork is being put to good use. The new Colmore BID website has an events and projects focus, with simplified navigation and a visual directory of all the District's businesses and services.





# Community Building

*Caring for Colmore BID's community of employees and business owners and adding a dimension to 'Colmore Life'. Offering the opportunity to connect with networks for business and professional development as well as outlets for corporate and individual social responsibility.*

*The re-brand of Colmore Life magazine has been a great success and 6,000 copies of each edition have been distributed around the District.*

The magazine continues to balance business news, showcase District organisations and promote fun and interesting events.

The BID kicked off 2016 with “CBDe-Stress”, a series of workshops designed to find balance and improve wellbeing. Over 100 busy people from the District enjoyed workshops on stress management, meditation, yoga and nutrition as well as a lunchtime walking tour.

The new “Meet CBD” programme of events encouraged everyone in the District to find out what the BID does. Each event, held in different District venues, focused on one of Colmore BID’s objectives. The team now plan to take Meet CBD ‘on the move’ and attend businesses’ internal events to spread the word.

The ever-popular annual Community Games returned in April. Unfortunately, we couldn’t secure the sunshine but it didn’t dampen the spirits of the 11 teams from the District that battled it out to win the school sports day themed event.



# The Board

\*Appointment ended during 2015/16

## A Business-led BID

Our Board of Directors and co-opted members of our working groups represent the full range of business sectors and key stakeholders. We are very grateful for their time and expertise in offering direction and contributing to the BID's success.

## Evaluation

The BID is always evaluating its work, monitoring performance against the Business Plan and continually striving to exceed expectations. Each year, independent research at Colmore Food Festival secures visitor feedback to influence future direction and delivery of our flagship event. The team routinely conducts surveys at free workshops and information sessions to monitor value for money and use of resources. Now in our third year, following a thorough procurement process, the BID commissioned independent researchers to conduct a mid-term review of the BID's performance. The findings are expected in late 2016.

Melanie Williams  
DWF

Rob Valentine  
Brunwood

Alex Troos  
Lambert Smith  
Hampton

Ann Tonks  
Opus at Cornhill  
Street + Bar Opus

Sarah Skurr  
Workman FM

Glynn Purnell  
Purnell's, Giggles  
+ Purnell's Bistro

CP Architects  
KING

The Very  
Catherine Ode  
Birmingham  
Cathedral

Councillor  
Kathleen  
Hartley  
Birmingham  
City Council

Tony Green  
Hortons' Estate

Amardeep Gill  
Towers & Hamlins

Nicola  
Fleet-Milne  
Fleet-Milne

Paul Fielding  
Brewin Dolphin

Councillor  
Joan Clancy  
Birmingham  
City Council

Gary Cardin  
GARE

David  
Bradshaw  
Nurran  
Developments

Sir  
Albert Bore  
Birmingham  
City Council\*

Mike Best  
Turley

Diane  
Benussi  
Benussi & Co

Superintendent  
Andy Beard  
West Midlands Police

Superintendent  
Emma Barnett  
West Midlands Police\*

James  
Aspinall  
West Midlands  
Combined Authority

# Working Groups

## Accessible & Connected

- Paul Fielding Brewin Dolphin (Working Group Champion) • Chris Pole KMPG • Tony Green Hortons' Estate • Ashley Taylor Mott MacDonald • Alan Bain JMP Consulting
- Sandeep Shingadia West Midlands Integrated Transport Authority
- Mel Jones Birmingham City Council
- Shivaji Shiva Anthony Collins

## Business Matters

- Gary Cardin CBRE (Working Group Champion)
- Mike Best Turley • Melanie Williams DWF
- Rob Valentine Bruntwood
- Nicola Fleet-Milne FleetMilne

## Safe & Sound

- David Bradshaw Nurton Developments (Working Group Champion) • Diane Benussi Benussi & Co • Nigel Hand Birmingham Cathedral
- Inspector Gareth Morris West Midlands Police • PCSO John Shepherd West Midlands Police • Jen Woolmer Holiday Inn Express
- Gary Anderson Gingers and Purnell's Bistro
- Spencer Wright Dains LLP

**We're very lucky to have some fantastic working group champions and co-opted members of the business community who work hard to support the BID team across each of our six key themes. The working groups meet monthly with the BID team to review activities and plan new projects to advance implementation of the business plan.**

## Community Building

- Alex Tross Lambert Smith Hampton (Working Group Champion)
- Lucie Sissons Core • Katy Baker UpRising
- Beth Sadler Aston Business School
- Michelle Smith Barclays • Marcia Burd Barclays
- Lucy Quinn Barclays • Alex Nicholson-Evans Birmingham Museum & Art Gallery • Jennie Dale FleetMilne

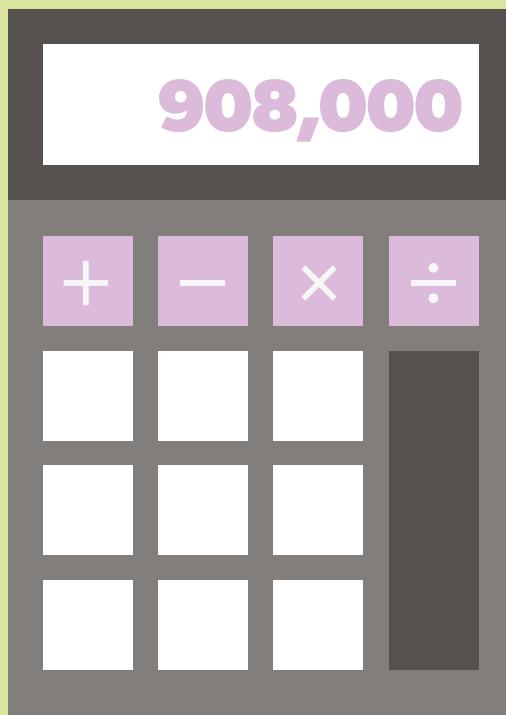
## Place Marketing

- Mike Best Turley (Working Group Champion)
- Ann Tonks Opus at Cornwall Street and Bar Opus
- Amardeep Gill Trowers & Hamlins
- Tony Elvin Hotel du Vin • Glynn Purnell Purnell's, Gingers and Purnell's Bistro • Louisa Grocott Core
- Tara Tomes East Village PR
- Mike Lally Buro Four

## Outstanding Places

- Rob Valentine Bruntwood (Working Group Champion)
- Melanie Williams DWF • Sarah Skurr Workman FM • Nigel Mason Rider Levett Bucknall
- Richard Guy SimkissGuy • Gurminder Kenh Birmingham Museum & Art Gallery • Megan Bestwick Turner & Townsend
- Mark Gamble Birmingham City Council

*Figures to*  
**31 March  
 2016**



**Income** **£'000**

.....	
BID Levy	903
Other	5
<b>Total Income</b>	<b>908</b>
.....	

**Expenditure** **£'000**

.....	
Outstanding Places	291
Accessible & Connected	13
Place Marketing	181
Safe and Sound	106
Business Matters	9
Community Building	60
Support Services	77
<b>Total Expenditure</b>	<b>737</b>
.....	

**Brought Forward** **700**

**Reserves Carried Forward\*** **871\***

\*The reserves carried forward includes £740,000 allocated to the Local Growth Fund and £40,000 towards capital projects

# *Five ways to* **Keep up-to-date**

## **1. Sign up for Bitesize**

The fortnightly e-newsletter is packed with topical business and CSR news from the District and leisure and business opportunities from across the city. Contact the BID office to sign up.

## **2. Social Media**

- *Facebook*  
/Colmorebusinessdistrict  
/ColmoreFoodFestival
- *Twitter* @ColmoreBID
- *Instagram* ColmoreBID

## **3. Chat to an Ambassador**

Say hello to our friendly Ambassadors as they patrol the District! They aim to visit every business three times per year. You can also follow them on twitter @CBDAmbassadors

## **4. Pick up a copy of Colmore Life**

Colmore BID's magazine features news about the area and our projects, as well as interviews with and news from the District's businesses. We publish three seasonal editions and distribute 6,000 copies around the District and key hubs like Snow Hill Station.

## **5. Come to one of our events**

We always have a varied and dynamic calendar of events, from business updates and security briefings to Cinema Club and wellbeing workshops.

Check the Events section of **colmorebusinessdistrict.com** and put the dates in your diary.



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