



BARWICK STREET

COLMORE ROW 3

COLMORE BUSINESS DISTRICT
ANNUAL REPORT

2021



WORKING

FROM **THE CHAIR**



**NICOLA
FLEET-MILNE**

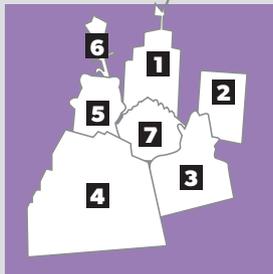
CHAIR OF
COLMORE BID &
WORKING GROUP
LEAD, BUSINESS
MATTERS

Welcome to the Colmore BID Annual Report 2021.

This is our opportunity to showcase all of the activities we have delivered throughout an incredibly challenging year; the adaptations and flex we have undergone to sustain the District whilst you have been based elsewhere. Of course, not everyone has been absent, with many businesses still operating in one format or another, so we have maintained our front-line support activities throughout.

As well as our usual services, we have also brought forward some new ideas to reach audiences virtually. Please read on to find out more about the various initiatives the BID team has devised to keep in touch with our community; old partnerships have been strengthened and new ones forged.

As I write this introduction, vaccines are being rolled out across the UK and we are all hoping for a better 2021. It's going to be a tough year as businesses try to recover and adapt, and Colmore BID will continue to work hard to support that recover through 2021 and beyond.



ON THE FRONT COVER

- 1** 103 Colmore Row reaches for the sky
- 2** Hotel du Vin
- 3** Old Square statue in memory of Birmingham-born comedian Tony Hancock
- 4** One Snowhill
- 5** One of the Guardians sculptures in Victoria Square
- 6** Heritage street lighting in the Business District
- 7** 55 Colmore Row as seen from Church Street

FOR YOU



2020 has seen old partnerships strengthened and new partnerships formed

WORKING GROUPS

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- PAGE 13** BID BUDGET
- PAGE 14** HOW TO KEEP IN TOUCH

2020 KEY STATS

154 rough sleepers sign-posted to support agencies

5 Parklets installed across the District

71,000 square metres of deep cleansing to remove deep-seated grime

15 flower towers during the summer

More than **100** Christmas lights & decorations across the District installed by the BID

BUSINESS MATTERS



NICOLA FLEET-MILNE
CHAIR OF
COLMORE BID
AND WORKING
GROUP LEAD,
BUSINESS
MATTERS

“
As the
initial crisis began
to subside, we started
to develop our
recovery planning

2020 has been a year like no other. The impact that Covid-19 has had on businesses has been unprecedented. Colmore BID, like all businesses, has had to adapt rapidly to a changing landscape, adopting new ways of working and developing new strategies to deliver to businesses. The Business Matters working group shapes and articulates the strategic voice for Colmore BID across the city.

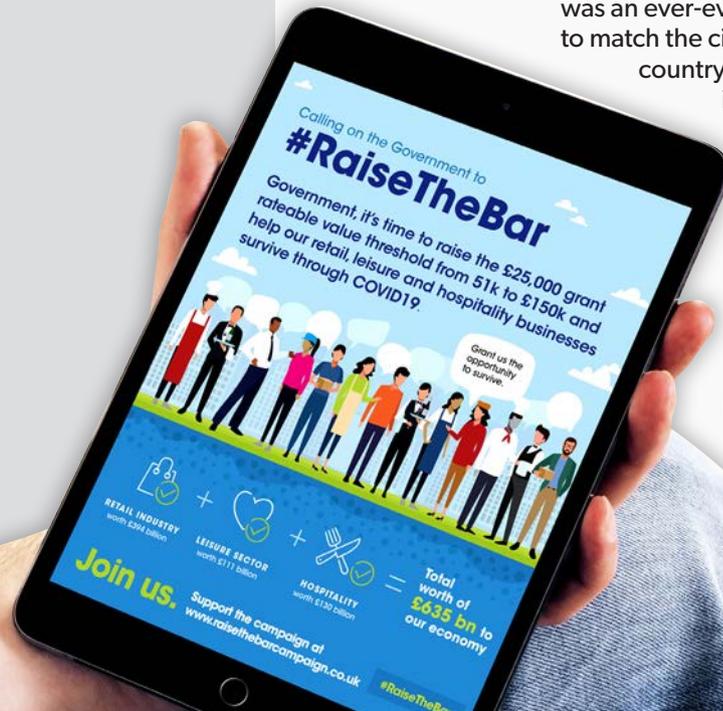
As the initial crisis began to subside, we started to develop our recovery plan. Rather than create a flashy document that would sit on a shelf until the pandemic was over, our plan was an ever-evolving document to match the circumstances the country faced and took

into account the feedback we received from businesses about their needs. Whilst it is appropriate for us to maintain focus on Colmore BID, this year demonstrated more than ever what can be

achieved through collaboration between our District and the rest of the city centre. Colmore BID has led on activities and conversations strengthening the relationship between city centre BIDs, the local authority and other strategic partners.

We continue to lobby in partnership with the Greater Birmingham Chambers of Commerce and other BIDs for a support package that meets the specific needs of our hospitality sector; particularly the Raise the Bar and the Bounce Back Better campaigns. And when Government was negotiating with Local Authorities around localised support for areas placed in Tiers, Colmore BID was a key partner in those discussions. We have ensured that we are engaged at the appropriate level with both Birmingham City Council and the WMCA, whilst working collectively with the other four city centre BIDs to deliver projects that benefit the city centre as a whole.

As we developed our own recovery strategy, we knew that a contextual strategy for the city centre would be needed. We have seized the opportunity to reinvigorate the City Centre Strategic Board [CCSB] by



ensuring the right committed partners are around the table to make it fit to respond to the needs of the city, such as how to deliver more open public spaces. To try and guide this work, Colmore BID has also commissioned a study, in partnership with City REDI, to better understand what the business district of the future might look like, and what Birmingham city centre needs to do in order to be ahead of the curve in creating that future. We aim to publish the results of this research before the autumn of 2021.

The deaths of George Floyd and Breonna Taylor were among a series of racist events that sent shock waves around the world. Businesses and individuals were once again asked to quantify how they were tackling issues of systemic racism and discrimination. Colmore BID felt now was the time to take action and affect lasting change. We have commissioned The Governance Forum to work with us to bolster our commitment to diversity of all kinds; as part of this commitment, we will be implementing the RACE Code at Colmore BID.

And as we move into 2021, we will continue to represent the District at a strategic level within the city to try and reduce the impact of 2020 and to make the most of the opportunities that 2021 might bring.





OUTSTANDING PLACES



MELANIE WILLIAMS
WORKING
GROUP LEAD,
OUTSTANDING
PLACES

While the streets may have been quieter this year, the work that the Outstanding Places working group set out to do continues with a number of improvements to the District's public realm. This included:

- Overseeing the BID's representation on the £10 million Snow Hill Public Realm Programme Board and via this oversight and funding role, realising the long-awaited start on the site of the Colmore Row East public realm project. Work on this is well underway and is due to complete in summer 2021. The project work carried on through most of the lockdown period and has been split into multiple phases to allow pedestrian and traffic movement to continue unhindered. Towards the end of the project works the right hand turn at the top of Livery Street will be closed off and the taxi rank will be relocated from Colmore Row to Livery Street. This year has seen the start of new works on Cornwall Street between New Market Street and Newhall Street. This project sees one-way traffic movement and significantly wider pavements being introduced, with high quality paving.

- After extensive lobbying, our Parklet scheme became a reality in 2020, with five custom-made units being installed across the district to help the hospitality industry and create safe, green outdoor spaces for people to enjoy. As winter approached we added roofs to the parklets to increase their utility.

- On the topic of greening in the area we made a successful joint application for GBSLEP funding for a greening strategy

KEY PROJECTS FROM 2020:

5 Parklets installed and new art work installed

Christmas light installations

Floral enhancements

Street cleaning

Public realm on site Colmore Row east

ACCESSIBLE & CONNECTED



PAUL FIELDING
DEPUTY CHAIR
OF COLMORE BID
AND WORKING
GROUP LEAD,
ACCESSIBLE &
CONNECTED

Much like most walks of life, 2020 has been a strange year for the Accessible and Connected working group. With the changes to working life, we have been heavily focused on signposting people who come in and out of the area, to ensure they move around in the safest way possible, whilst adhering to relevant social distancing measures. Congestion on the roads has certainly eased this year albeit for completely the wrong reasons. The popularity of cycling has increased dramatically, and we were delighted to see plans for emergency bike lanes implemented around the city. The working group was consulted on the city centre segments plan by Birmingham City Council (BCC). This plan was implemented in phases and caused, in parts, significant traffic delays to the eastern part of the District and this resulted in us representing the businesses that were suffering and one of the two bus gates has been suspended at least temporarily.

The group was somewhat cautious about the introduction of the Voi e-scooter scheme in the core of the city centre; however it was pleasing to see that a largely younger element of the city's population has been hiring the machines. 35,000 rides had been recorded in 70 days. The scheme is now being rolled out into the suburbs.

Looking to 2021, we will continue to work with partners to champion the City's Clean Air Zone, as pollution remains highly topical, ensuring businesses are prepared for the changes coming into force in the summer. We will continue to support and publicise BCC's communication on the Clean Air Zone as we move ever closer to the launch. We will also continue to press our public and private sector colleagues in working towards finding a solution to freight issues and in particular last-mile delivery services.

KEY PROJECTS FROM 2020:

Cycle Works leaflets designed and printed

Key consultations with Birmingham City Council



across Colmore and Retail BIDs. Prior to this we worked with a University of Birmingham student on the development of a greening plan to look at transforming our urban spaces for the betterment of biodiversity and well-being.

The BID didn't abandon the City Centre despite the huge numbers of people working from home. Our efforts to keep the city centre welcoming included:

- Over 1,000 hours of street cleaning, with the District getting a once-over every morning.
- About 71,000 square metres of deep cleansing to remove deep-seated grime from our streets, including removing over half a million pieces of discarded chewing gum.
- Over 100 Christmas lights and other decorations.
- Fifteen flower towers during the summer.
- Commissioning and installing five unique artworks to adorn the parklets, using the services of artists shortlisted for the delayed Livery Street Wall art project.

We have made considerable progress on many of our projects this year, but there is always more to do! 2021 is set to be another busy year, with more schemes coming to fruition and we can't wait to see what you think of them!

LEISURE & HOSPITALITY



ALEX TROSS

DEPUTY CHAIR
OF COLMORE BID
AND WORKING
GROUP LEAD,
LEISURE &
HOSPITALITY

KEY PROJECTS FROM 2020:

*Two digital
cook books*

*A Virtual Food
Festival*

*Safer Spaces
guides for
re-opening
restaurants*

2020 has perhaps been the hardest for the leisure and hospitality industry with not one, but three lockdowns and restrictions that felt like they were changing every week, it's been difficult for businesses to plan for the future.

One of the many great things about Birmingham and the District though is its sense of community and how people come together to support those in need. From Eat Out to Help Out and #NoMoreNoShows to exploring new delivery options, the general public have continued to support their favourite bars and restaurants by any means possible.

During 2020, Colmore BID worked tirelessly to come up with new ways to support the sector. We partnered with Yoello to bring contactless ordering to our venues. This gave venues in the District access to an affordable service allowing them to take orders from diners in their venue, and through takeaway and collection orders. We hope to see this service grow as our venues begin to re-open their doors in the coming months and, if appropriate, we will explore scaling this up to enable us to be able to launch a delivery service at a fraction of the cost compared to other competitors.

2020 should have seen us celebrate the 10th Colmore Food Festival. We decided to move our celebrations online and instead celebrated the last nine festivals with throw backs, music performances from some of the District's venues as well as our first Cook Book featuring recipes from the last few years of Colmore Food Festival.

Later in 2020 we launched an Autumn version of the Cook Book with comforting recipes from venues across the District.

We worked with Greater Birmingham Chambers of Commerce to lobby the Government for improved support for the sector and set up a Hospitality WhatsApp group to help us get information to our venues promptly. We have kept them updated with the latest Government advice, along with available grants and providing information on our projects.



PLACE MARKETING

In a year where communication is key, the BID's Place Marketing working group has acted as the voice for our own initiatives and a voice for local businesses. One of our key objectives going into our third term was to improve our communications. We wanted to be able to develop better relationships with local businesses and amplify the message that Colmore Business District is the place to do business in the region.

To that end, we recruited a new Communications Manager at the beginning of 2020. Chris Brown joined the team with considerable experience in PR and comms, as well as excellent connections in the city's business and media industries. Chris joined the team at the most challenging time of the year, just weeks after the first national lockdown was declared in March. However, despite the challenges this presented, Chris got straight to work on ensuring that, throughout the crisis, our communications were timely and of value. As support became available, Chris grew our Coronavirus Support Hub which pulls together a broad range of support for businesses, from information on how to access financial support through to how to support employee mental health. This working group also oversaw a series of panel debates on key topics such as the impact of COVID-19 on the city, Homelessness and Leadership.

The Place Marketing group is usually known for overseeing our range of



with a stark reality; the impact of COVID-19 is going to be felt for a considerable time to come. Whilst we will continue to deliver support to businesses as circumstances develop, it is important for us to become more proactive and to operate in the context in which the city finds itself. We have decided, therefore, to merge the Place Marketing and Leisure and Hospitality working groups. This will allow us to focus on making better connections with local businesses whilst making the most of opportunities to engage with the West Midlands Growth Company and key business opportunities such as the Commonwealth Games.

It is important for us to become more proactive and to operate in the context in which the city finds itself

publications throughout the year. Our usual Colmore Life magazine shifted from a physical magazine, published three times a year, to an online, monthly round up to reflect the need for greater communication between businesses. The group has also worked to provide guidance to help businesses as lockdown started to ease. Our Safer Spaces guide was produced to help businesses plan and find resources to reopen, should they wish to, and a guide created specifically for the Hospitality sector was produced and regularly updated as the guidance changed throughout the year. And when more support was needed, the group stepped in, leading the charge on our work to support campaigns such as Raise the Bar, No More No Shows, and Bounce Back Better. The group has also been the lead interface with city-wide projects to support the city centre, as appropriate.

Now we are into 2021, we are faced



ALEX TROSS
DEPUTY CHAIR OF
COLMORE BID



COLMORE

LIFE

DIGITAL MAGAZINE





The team has been checking temporarily closed businesses and notifying owners of any issues

SAFE & SOUND



MIKE BEST
WORKING
GROUP LEAD,
SAFE & SOUND

Throughout the pandemic, the Street Operations team has actively been keeping the District secure. During the initial crisis, the team provided a visible deterrent to reduce the risk of burglaries in the District.

The team has, throughout the pandemic, been checking temporarily closed businesses and notifying owners of any issues and offering advice regarding keeping their premises secure. The team also worked closely with West Midlands Police and voluntary sector partners to support the Government's 'Everyone In' strategy, ensuring that anyone sleeping rough was able to access accommodation during the first peak of the pandemic. This not only ensued that some of the city's most vulnerable were shielded from the virus, but helped provide meaningful interventions for many of the city's most entrenched rough sleepers.

Whilst footfall has been low across the District for the majority of 2020, the team has still had to deal with various incidents of anti-social behaviour. However, we have had the opportunity to further improve our partnerships with West Midlands Police and Trident to offer a more joined up response to these challenges.

In spite of the unusual nature of 2020, the Street Operations Team has had a number of success stories which include foiled burglaries, the arrests of a number of prolific drug dealers, numerous banning orders obtained to tackle key offenders and helping several individuals find accommodation and move away from street living.

The Safe & Sound working group has also developed new projects whilst continuing to build upon our more established work streams.

Over the last year we have aligned our work against 3 key themes:

COLMORE SECURITY NETWORK

Work under this strand pulls together crime reduction initiatives and national security advice to aid business resilience in the District. Key projects include our crime reduction initiatives, Street Operations Team, national security, online security and public safety activities aimed at protecting the businesses, staff, and visitors within our business district. Key projects include our work as members of the West Midlands Counter Terrorism Advisory Group, which has involved helping to design a new counter-terrorism digital platform, and securing free access to the national counterterrorism mobile app for all businesses in the District. We have increased our offer in terms of cyber security, joining the Board of the West Midlands Cyber Resilience Hub; the first BID in the UK to do so, and during Cyber Security Month, we produced a guide for businesses on some of the latest threats and held a webinar that featured a panel of guests who are experts in the field. Throughout the pandemic, we have also produced regular updates on the latest scams for both businesses and individuals.

COLMORE LICENSING NETWORK

Acknowledging the needs of our emerging hospitality sector, we have



created an advisory group of volunteer hospitality representatives to improve engagement, consultation and dialogue with the BID regarding the crime and community safety issues most relevant to this industry.

PUBLIC PLACE VULNERABILITY

Building upon our successes in reducing rough sleeping and public place Anti-Social Behaviour, we are widening our focus. The BID has joined both the Birmingham Anti-Slavery Operations Group and the West Midlands Anti-Slavery Network. We have also led on working with partners to improve how people who are sleeping rough get fed by charitable organisations. As members of the Food Justice Network we are leading on the creation of a set of shared standards that will help to ensure that there is coordination around street feeding and that this is done in a way that is safe for both the people being fed and those who provide such services.

KEY STATISTICS FROM 2020:

225

reports of drug and alcohol taking in the District

698

reports of begging, this can be linked to a handful of individuals who have been constantly begging throughout lockdown restrictions. They have all been served with banning orders based on the evidence the Street Operations Team provided

154

Rough sleepers have been engaged with and sign-posted to support agencies



COMMUNITY BUILDING



RICHARD GUY

WORKING GROUP LEAD, COMMUNITY BUILDING

Community has never been as important as it has during lockdown in 2020. With social distancing restrictions in place and the vast majority of people working from home, many have felt isolated and cut off from the world.

The Community Building working group's year began with a bumper programme of events. We launched our first wellbeing fortnight with nearly 60 events across the two weeks and celebrated Chinese New Year in style with a tour of the District featuring lion dancers and traditional drummers. People were also given a glimpse of what makes the District tick in our 'Colmore Business District Opens Its Doors' events. We visited Birmingham Museum and Art Gallery, heard from Hays Recruitment and hosted beer tasting at Purecraft.

Come spring, our events programme had to adapt to ensure people remained connected while working from home.

We launched free weekly online yoga sessions that are still running and are extremely popular. We launched a mental wellbeing hub on our website which contains resources from a number of providers that can be accessed at anytime.

We put on a schedule of virtual events for Mental Health Awareness Week in May which were well attended, and we have worked with PureGym to bring a number of virtual fitnesses classes to try and encourage people to get active and back in the gym when they re-opened.

Over the years we have hosted annual charity quiz events and 2020 was no different! We hosted an online quiz raising

KEY PROJECTS FROM 2020:

Over 70 wellbeing events held

£300 raised for local Food Banks

2,000 views on Christmas Switch-On

Over 40 free yoga sessions

100 Christmas craft boxes sold

COLMORE BID BUDGET

Financial Report 01/04/20 - 31/12/20



money for SIFA Fireside while also giving people the opportunity to order food from Chung Ying Central and Loki Wine.

August also marked the launch of our first History Week. This featured a series of videos around the District giving information on the history of the area. We also launched a History Week magazine showing the ways the District has changed over the years.

Every Christmas we host a number of Christmas craft events. As many of us were still working from home, we decided to bring Christmas crafts to your doorstep! We arranged three different crafts that could be posted out and sold over 100 craft boxes.

We also held our Christmas Lights Switch-On, online with the help of Glynn Purnell, Luxury Live music and our own Nicola Fleet-Milne, and were joined online by nearly 2,000 people.

We've learnt a lot of lessons during 2020, particularly around the type of events and support our community want. We've also bolstered our ranks with new members to the group from hospitality, property and construction, PR and events sectors to give greater and more diverse input.

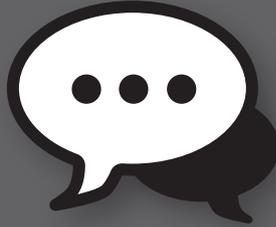
We have just launched our Network and Drink event series. Each event has a topic that someone will present on for 20 minutes. There is then time for a discussion or questions and then breakout rooms for networking.

Whether you're working from home more or back in the District, our events programme for 2021 will evolve once again and we can't wait to show you what we have planned.

Income	£'000
Bid Levy	1242
Other	102
Total Income	1344
Expenditure	£'000
Outstanding Places	99
Accessible & Connected	7
Place Marketing	42
Safe & Sound	121
Business Matters	120
Leisure & Hospitality	21
Community Building	14
Support Services	212
Total Expenditure	636
Brought Forward	842
Reserves Carried Forward	1737

For a copy of our last set of audited accounts, please contact the BID Office.

4 WAYS TO KEEP UP TO DATE



1. KEEP AN EYE ON OUR WEBSITE

Check colmorebusinessdistrict.com regularly for the latest news, events and insights from Colmore BID. Here you can keep up to date with all our initiatives, proposals and publications.

2. SIGN UP FOR BITESIZE

Our e-newsletter is packed with the latest news from the District and links to our events diary. Email chris.brown@colmorebid.co.uk to sign up.

3. SOCIAL MEDIA

Facebook: [colmorebusinessdistrict](https://www.facebook.com/colmorebusinessdistrict)

Twitter: [ColmoreBID](https://twitter.com/ColmoreBID)

Instagram: [ColmoreBID](https://www.instagram.com/ColmoreBID)

LinkedIn: [linkedin.com/company/colmorebid/](https://www.linkedin.com/company/colmorebid/)

4. ATTEND A DIGITAL EVENT

We have a varied calendar of digital events. **Check the events section of colmorebusinessdistrict.com** for the details and add the dates to your diary.







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