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COLMORE BUSINESS DISTRICT
ANNUAL REPORT 2010-2011



Introduction

Introduction from Gary Cardin - Colmore Business District Chairman

This annual review details the work undertaken by Colmore Business District (CBD) during our second year of operations. During 2010/11, we have built on the excellent foundations we established in our first year and made some exciting headway on some of our key priorities for the area. A number of standout events, projects and initiatives have contributed to highlighting CBD as a vibrant and forward-thinking place to do business, as well as being clean, safe and welcoming.

We are in a unique position to contribute to and influence how our area is managed, what it looks like and how we promote it. Our role is to provide additionality which is crucial to continuing to encourage development and investment to our area. Our investment is making a difference; we are playing an important role in the development of the area.

We continue to represent the commercial heart of the city, and the businesses that work within it, on a wide range of issues, continually engaging with operational and strategic issues in the city. Over the coming years, Birmingham is undergoing significant change which I believe will bring fantastic opportunities to the city; I am committed to ensuring that we capitalise on this potential to truly promote the area as a first class place to work, visit and live.

As we approach the third year of our initial five year term, some of our larger, transformational projects will begin to be delivered; 2012 is set to be a year of change in Colmore Business District. We will continue to provide quality and additionality to our business community and make a noticeable difference to the area in which we work and do business.

Gary Cardin
Chairman



Overview from Michele Wilby - BID Executive Director

Over the past year, we have made impressive progress on our objectives and goals. Some of the highlights of 2010/11 include the first and immensely successful CBD Food Festival which showcased the high quality and fantastic array of food and drink offerings in the District. We also transformed our open spaces by bringing renowned and Birmingham born photographer Brian Griffin to the District. As you will see in this report, we have contributed to the fabric of the city on broader and strategic issues too, such as 'Vision for Movement'.

Colmore Business District has made a significant step change as a company over the past twelve months. We have moved our office to the heart of the District on Colmore Row. We have also welcomed two new full-time members of staff to the team, Kirsten Henly, Projects Co-Ordinator and Tahreen Kutub, Communications Co-Ordinator. These appointments demonstrate our ever evolving and growing ambitions and involvement in a number of projects.

Working as part of the excellent business community we have in the city, we have developed and built important relationships across Birmingham and with a variety of organisations. We aim to deliver distinction across all our work streams to ensure our business environment remains a competitive and attractive offer for current and new businesses in the city, and I hope this is reflected in this report.

Michele Wilby
BID Executive Director



Colmore Business District

Overview

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A BID

What is a business improvement district?

Colmore Business District (CBD) is a business improvement district (BID) established to project manage improvements and additional services to the business quarter of Birmingham. A BID is a defined geographical area within which local businesses collaborate to invest in projects, services and initiatives which improve the environment in which they work. BIDs deliver additional services to those provided by local authority; these projects and services are the result of business investment in the area. A BID is a democratically elected company; businesses within the defined area vote on the objectives set out in the proposal and the company will run for a five year term. At the end of the term in 2014, businesses will have the opportunity to vote again.

A BID is an independent, 'not-for-profit' company. CBD has a board of non-executive directors made up of representatives from across the District which reflect the composition of business type and sector in the area. CBD also has stakeholder directors from Birmingham City Council, the Police and Centro.



How is Colmore Business District financed?

CBD is principally financed through a 1% levy on the rateable value paid by a business. The levy applies to businesses with a rateable value of above £10,000 and levies are capped at £25,000. All businesses within the area outlined in this map are eligible to pay.

CBD is committed to sourcing additional funding to generate improved value for money for levy payers. CBD also continues to work in partnership with companies and organisations to ensure that shared goals and ambitions for the area are delivered.



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Board of Directors

Gary Cardin - Chairman	Drivers Jonas Deloitte
Diane Benussi (Champion - Branded and Promoted)	Benussi & Co. Matrimonial Solicitors
Mike Best (Champion - Cleaner, Greener, more Attractive)	Turley Associates
David Bradshaw (Champion - Safe and Welcoming)	Nurton Developments
Paul Fielding (Champion - Accessible and Connected)	Brewin Dolphin
Mark Hopton (Company Secretary)	KPMG
Councillor Sir Albert Bore	Birmingham City Council
Alex Burrows	Centro
Councillor Timothy Huxtable	Birmingham City Council
Simon Jenner	Urban Coffee Company
Chief Superintendent Chris McKeogh	West Midlands Police
Richard Probert	Ballymore
Sarah Skurr	Highcross
Ann Tonks	Opus Restaurant
Rob Valentine	Bruntwod
Clive Vernon	Buller Jeffries Solicitors
Melanie Williams	Squire Sanders Hammonds



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Vision and Objectives



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Colmore Business District is Birmingham's premier concentration of professional and business service companies. Around 500 companies are located in the District, and they employ up to 35,000 people and occupy approximately 5.6 million square feet of office space. CBD's diverse business community provides quality services and expertise to regional, national and international clients. Furthermore, the District boasts a first class service sector, comprising of excellent restaurants, bars, shops, coffee houses and hotels that provide for corporate customers and visitors to the area.

Vision

The vision of Colmore Business District is to improve, promote and sustain Colmore Business District as the commercial heart of Birmingham for the benefit of all professional, financial and business service companies, public agencies and local service businesses, their staff, customers and visitors.

Objectives

CBD's objectives, as set out in the proposal document, are outlined in the table opposite.

CBD's objectives are advanced and managed by separate working groups which comprise of CBD board directors, local community stakeholders and co-opted members of the CBD business community. Each working group is responsible for specific work streams and activities that contribute towards CBD's vision.

	What businesses want	CBD Objective
Accessible and Connected	<ul style="list-style-type: none"> Improved accessibility to CBD Make walking around the District more efficient and pleasant Visible and effective signage 	To improve accessibility to the District and way finding within it.
Branded and Promoted	<ul style="list-style-type: none"> To encourage investment to the area To work in a recognisable and profiled part of the City To promote a unique and confident place to visit and do business 	To support local business competitiveness and develop a recognisable corporate profile and reputation for the area.
Cleaner, Greener and More Attractive	<ul style="list-style-type: none"> Attractive and well managed environments More greenery Improved gateways and strategic routes to and from the District 	To secure a higher quality 'streetscape' and commensurate with business expectations and aspirations for the District.
Networked and Community Engaged	<ul style="list-style-type: none"> To be informed and involved in their community Cultural, arts and charitable events to broaden the offer in the District 	To facilitate a vibrant local business network and promote meaningful engagement with the wider community.
Safe and Welcoming	<ul style="list-style-type: none"> Mitigation against perceptions of crime Provision of measures to make the District, safe, welcoming and pleasant 	To present a more user friendly 'face' of the District to clients, staff and visitors and secure visible improvement to actual and perceived safety across the District.





Accessible and Connected

Excerpt from 'Vision for Movement'

September 2011
CBD office relocation

October 2010
BIDs Conservative Conference
Fringe Event with Bob Neill MP

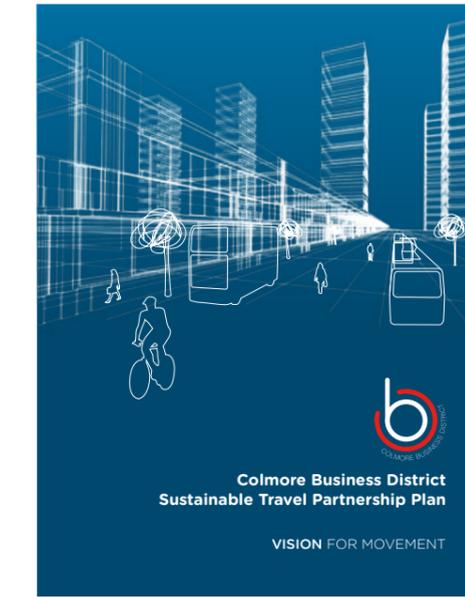
October 2010
Brian Griffin: 'Face to Face: A Retrospective';
indoor and outdoor
photographic exhibition

November 2010
Challenge 500 with
The Prince's Trust



Vision for Movement

Launched in November 2010, the Vision for Movement document focuses on prioritising public transport and sustainable travel. Developed through a public-private sector partnership, which includes city centre BIDs, Birmingham City Council, Centro and others, this strategy will focus on developing enhancements to public spaces, road networks and transport options to stimulate and support economic growth in the City. CBD continues to retain a key role in the strategy development and implementation, influencing policy and representing businesses in this forum.



Sustainable Travel Partnership Plan

As part of the Vision for Movement, CBD has partnered with Birmingham City Council and Centro to develop and deliver a programme of projects and initiatives that will help to promote sustainable, efficient and economic travel options. The plan will also look at improving streetscapes, walkability and connectivity in the District.



Z-cards

CBD will continue to update and distribute pocket-sized maps which provide visitors with a map of the district and key information.



HS2 consultation

CBD supports the principle of High Speed rail and a terminus in Birmingham. Looking ahead, CBD believes that this will bring transformational benefits to Birmingham and the District. After liaising with key business leaders in the District, representations to government were made stating this support and also encouraging a co-ordinated, business led voice through a letter of response from leading businesses in the District.

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Branded and Promoted

Food and Drink

CBD Food Festival

One highlight of 2011 to date has been CBD's Food Festival held in Victoria Square in July. The event, which attracted over 2,000 people, showcased the superb culinary and beverage offering in the District with stalls from the District's food and drink outlets. Together with cookery demonstrations from some of the District's top chefs, a programme of live Jazz and Blues music and street theatre performances, the day attracted regional and national media coverage.

Food and Drink Guide

CBD has produced a pocket-sized guide to promote the fantastic array of leisure and hospitality in the area; this guide is a comprehensive directory to all restaurants, pubs, hotels, bars and coffee shops in the District. These guides are available from the CBD office and food and drink outlets across the District.

iPhone App and Website

Providing the latest news, events, promotions and business updates, as well as a directory of businesses, retail and leisure spots, CBD's iPhone app and website offer the most comprehensive overview of everything going on in the District, for those new to the area as well as employees.



November 2010
 Vision for Movement
 strategy announcement

December 2010
 Additional Christmas
 Decorations

Events and Culture

Feel Good Fridays

CBD has implemented a programme of events to bring entertainment to the District's streets during lunchtimes and evenings. Working with Birmingham Hippodrome, live theatre and dance acts were brought to CBD providing engaging and interesting performances.

Birmingham International Jazz & Blues Festival

CBD's participation in the annual Birmingham International Jazz & Blues Festival has attracted people to the District's open spaces and venues to listen to world class live acts. Events such as these, and many others, have contributed to a bustling, networked business community.

Birmingham Opera Company and CBD present: Colmore Chorus

In partnership with Birmingham Opera Company, CBD has established its own choir, exclusively coached under the guidance of Birmingham Opera Company, culminating in a performance at ArtsFest 2011.



Photo: Tim Cross

Photographic exhibitions

Brian Griffin 'Face to Face: A Retrospective'

Renowned and celebrated, Birmingham born photographer Brian Griffin brought his most iconic work to CBD in a dual indoor and outdoor exhibition. Working with partners, CBD transformed a vacant unit and converted a public square into gallery spaces, which showcased images from Griffin's famous and illustrious career. In addition, Griffin delivered an exclusive talk for CBD about his outstanding career and achievements, which was attended by people who work in the District

Attracting visitors from across the country, as well as entertaining thousands of District workers during their daily commute, this innovative project brought artistic endeavour to the public and put CBD in national media.



BRIAN GRIFFIN

a retrospective
ber 2010



Networked and Community engaged

Charity Fundraising

Supporting The Prince's Trust, a challenge based programme brought together businesses in the District that collectively raised over £9,000 in four weeks. CBD's support for the Trust continues through 2011 with a golf day, a sponsored walk, and a challenge programme to raise money for the charity.

CBD Digest and CBD Bitesize

Distributed to all businesses in the District, CBD's free quarterly business magazine provides the latest CBD business news, city updates as well as leisure and culture pieces. It is distributed across the District and through Snow Hill station, where other CBD promotional material is available for commuters travelling from across the region.

CBD Bitesize, a monthly e-bulletin, also provides monthly news in brief, so businesses are aware of events in the local community.

Representational Voice

CBD represents the business community on a variety of issues that affect the area. With a huge amount of change taking place in the city over the next few years, such as the New Street development, Birmingham City Centre Interchange and the Metro extension, it is important to engage with partner organisations and communicate the business community's needs, aspirations and viewpoints.

CBD has also represented businesses in the area on issues such as street nuisance and street entertainment, on-street car parking, space management, safety and crime initiatives and the Big City Plan. There is still plenty to be achieved in these areas and CBD is committed to continue productive working with local agencies and partners to improve and develop CBD for the benefit of all who work, visit and live in the area.

Furthermore, CBD has key partnerships with West Midlands Police, Birmingham Resilience Team and other city organisations which has enabled CBD to provide businesses with up-to-date, accurate and factual information on city centre issues and major incidents.

Personal Executive Assistant Regional Society PEARS

Founded in 2011, PEARS is a membership and networking organisation for personal and executive assistants. Since 2011, the City's BIDs have managed a schedule of events for the society's members. Supporting staff and providing regular networking opportunities, this has given CBD the opportunity to promote hospitality venues in the District to the PEARS membership.

Providing a voice at a national level

CBD continues to engage with central government to highlight the strengths and opportunities in Colmore Business District. CBD has highlighted and represented businesses to Ministers, for example at 2010's Conservative Party Conference where a BIDs fringe event was held. CBD will continue to ensure its voice is heard, through engaging with political conferences and business forums.

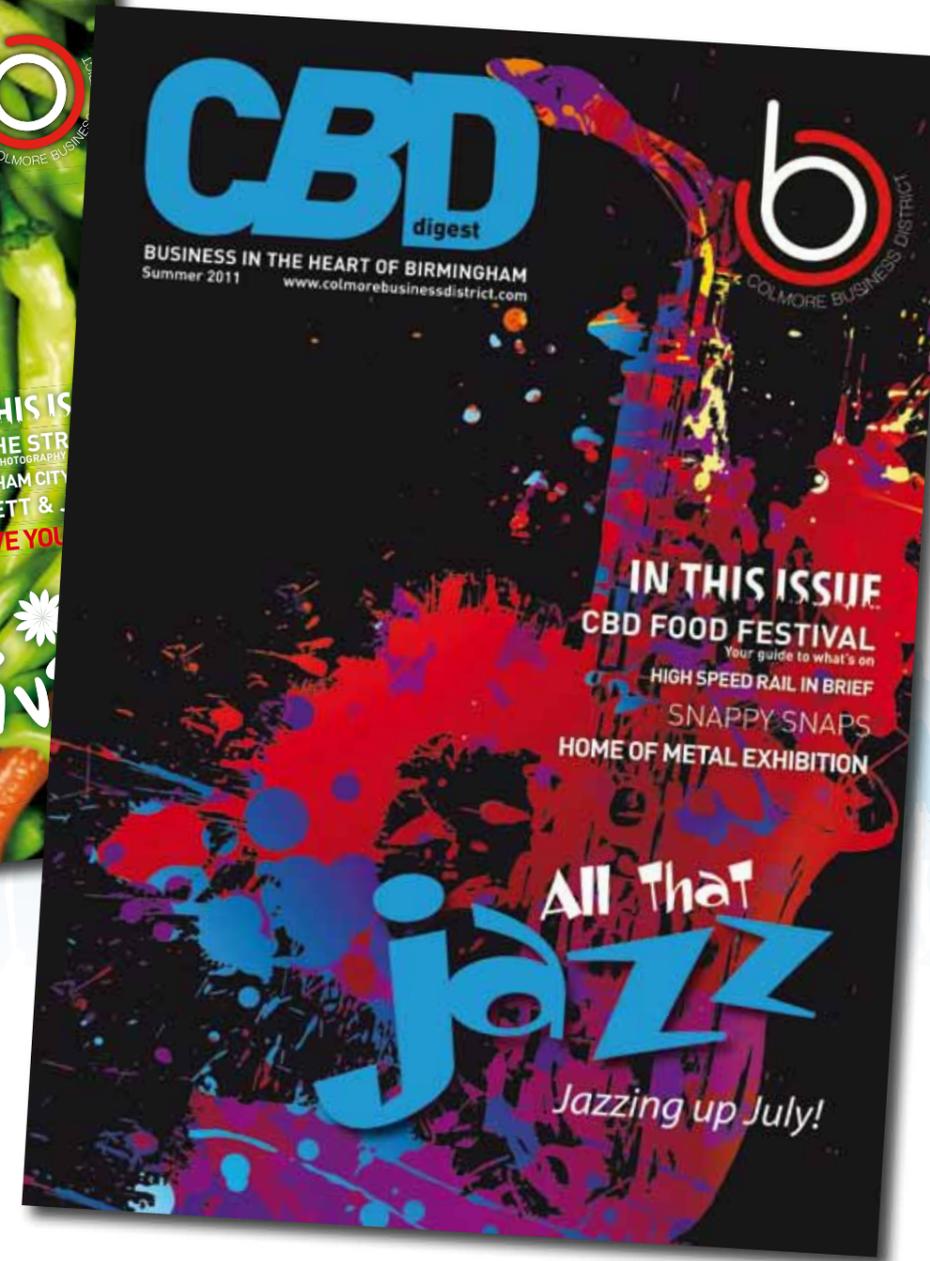


CBD
digest



June 2011
New CBD Food and
Drink Guide produced

July 2011
CBD Food Festival



The Sound of Birmingham Two thousand and eleven 2010



Safe and Welcoming

Wardens

The Street Warden service is provided to help ensure the District is as safe and welcoming as possible. Working with the police and other key stakeholders, they monitor the area to ensure environmental issues, anti-social behaviour and street nuisances are dealt with promptly and in a co-ordinated way. They are a highly visible presence and work with CBD businesses to ensure people's experience is pleasant and welcoming.

Police presence

To assist with tackling anti-social behaviour issues experienced by organisations based on and around Temple Row and Birmingham Cathedral grounds, CBD and West Midlands Police partnered to deliver additional police presence in the area. Between 1st December 2010 and 30th April 2011, CBD worked with West Midlands Police to part finance the presence of one additional police officer in the area for six days a week, covering Monday to Saturday, 3pm-9pm. CBD continues to work closely with the Police to ensure anti-social behaviour is monitored and mitigated.

Lighting in Birmingham Cathedral Grounds

Recognising that parts of the District's standard of lighting could be improved, CBD has started to work with Birmingham City Council, AMEY and Birmingham Cathedral to help to improve the lighting at the heart of the District. The Cathedral grounds will start to have more energy efficient and brighter lighting which will benefit all walking through the District at night or after work in the winter months. CBD will continue to work closely with AMEY, which has supported CBD's ambitions in Cathedral grounds, to ensure the area remains appropriately lit so that people feel safe and secure in the area.

Purple flag

CBD assisted and contributed to the city's Purple Flag status, recognising excellence in Birmingham's night-time economy. One of the first in the country to be awarded the accreditation, CBD remains committed to supporting initiatives which demonstrate the safety standards in the city and the fabulous night time economy offer in the District.



July 2011
Summer Floral features
throughout the District

August 2011
Feel Good Fridays

Looking ahead

Church Street public realm

2012 will see the delivery of a key project that CBD has been working on over the past two years. In partnership with Birmingham City Council, CBD will create a brand new public space in Church Street. With more greenery, seating and high quality design, people will be able to enjoy and walk through a new square in the city. This scheme will make a marked difference to the District and transform a currently underutilised area of CBD, prioritising pedestrian movement and creating a space that can be enjoyed by people for many years to come.

Interconnect Wayfinding Scheme

This project will make Colmore Business District a more accessible and connected place to do business. By introducing a system of wayfinding products, signing key locations in the District and in the city, people's walking experience in the area will be vastly improved. Working with the City Council and Centro, the project will improve clients', visitors' and District employees' impressions of the area by making their movement in, out and around CBD more efficient, more informed and much easier.

Great Charles Street Footbridge

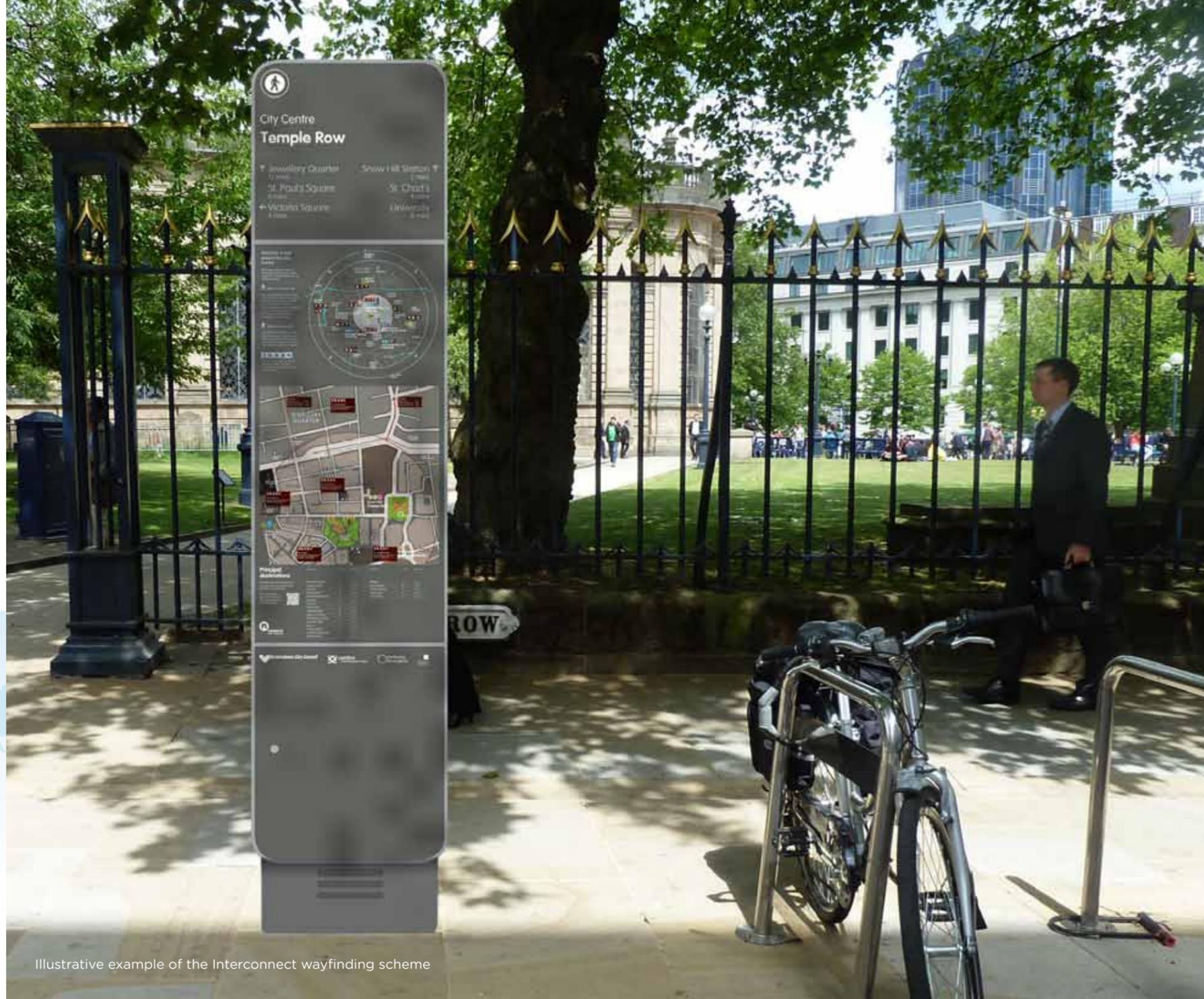
This is a key entrance point to CBD, used by hundreds of pedestrians and commuters to the District on a daily basis. CBD is working with Birmingham City Council to investigate cost-effective ways of making this walking route from the Jewellery Quarter more pleasant, welcoming and appealing.

Photography Legacy Project

Working with Birmingham City University and the Library of Birmingham, CBD has commissioned a street photography project, giving photography students the chance to gain corporate experience in CBD businesses. This project captures the seen and unseen, the usual and unusual, as well as familiar areas and aspects of the District. CBD will produce a limited edition book available to buy, with all proceeds being donated to The Prince's Trust, as well as donating a selection of images to the new Library of Birmingham.

Student Open Day

CBD is working in partnership with Katie Bard Recruitment to build awareness of the professional and business opportunities in the District to university students. The partnership aims to reduce graduate migration from Birmingham to other parts of the UK. The programme will include an Open Day where a selection of businesses will open their doors to university students based in the Midlands. There will also be a work experience programme in CBD in 2012.



Illustrative example of the Interconnect wayfinding scheme



Illustrative examples of the Church street public realm



Michele Wilby
BID Executive Director



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Communications Co-Ordinator



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