



CBD INTERIM REPORT



WELCOME FROM CHAIRMAN - GARY CARDIN

Welcome to Colmore Business District's first interim annual review which provides an opportunity to reflect on the activity carried out since the launch of CBD, the initiatives introduced, key milestones that have been achieved and to introduce priorities for the future.

Colmore Business District is Birmingham's premier concentration of professional and business service companies and a vital part of the increasing dynamic and vibrant city centre. CBD is the established commercial heart of the city, with some 500 companies, who employ almost 24,000 people.

Following the successful vote for CBD in April 2009, which created the only business focused BID in the UK, efforts have been focussed on working towards meeting the objectives set in early 2009 and delivering tangible changes and developments to the benefit of everyone within the District.

We formally commenced work on 1st April 2009 with a board constituted from business leaders and stakeholders across the CBD.



In Summer 2009 we were proud to announce two important appointments to the CBD office team: CBD Manager Michele Wilby and CBD Administrator Clare Perkins. Michele and Clare are based in the Colmore Business Offices at Number 1 Victoria Square and are working closely with members of the board and other stakeholders to ensure effective and efficient delivery of the BID proposal.

Finally I would like to thank the members of the Board and other key stakeholders for their untiring commitment in delivering the pledges outlined in the BID proposal to ensure that Colmore Business District is the place to do business. But now I really want to engage with you to review this document, so please contact us with your views.

Gary Cardin - Chairman





COLMORE BUSINESS DISTRICT (CBD)

BOARD OF DIRECTORS

Gary Cardin
Driver Jonas LLP (Chairman)



Richard Brennan
Birmingham Forward



Thornton Allen
Hammonds



Simon Cuthbert
Allianz Engineering



Diane Benussi
Benussi & Co



Paul Fielding
Brewin Dolphin



Mike Best
Turley Associates



Councillor Len Gregory
Birmingham City Council



Councillor Sir Albert Bore
Birmingham City Council



Mark Hopton
KPMG



David Bradshaw
Nurton Developments



Chief Superintendent
Andrew Nicholson
West Midlands Police





COLMORE BUSINESS DISTRICT TEAM

Nigel Pennington
Centro



Michele Wilby
CBD Manager



Sarah Skurr
Glidefern Property



Clare Perkins
CBD Administrator



Derek Stone
HM Court Service



Ann Tonks
Opus Restaurant



Clive Vernon
Buller Jeffries



Chris Kelly*
Metro Bar & Grill



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*Chris Kelly resigned from the CBD board in January 2010



WHAT IS A BID?

A Business Improvement District or BID is a defined area within which the local business community work together to collectively invest in projects and services to improve the business environment.

The BID is operated by an independent business-led 'not for profit' company committed to delivering services additional to those provided by the local authority.

A BID is funded by a fair and transparent 'levy' on all eligible business occupiers within the BID area. It may seek additional voluntary contributions from other stakeholders including property owners and developers.

ABOUT COLMORE BUSINESS DISTRICT AND THE 10 PLEDGES.

The vision of Colmore Business District is:

To improve, promote and sustain the Colmore Business District as the commercial centre of Birmingham's heart for the benefit of all professional, financial and business service companies, public agencies and local service businesses, their staff, customers and visitors.

The ten BID pledges as set out in the BID proposal:

The BID will:

- Promote a clear **identity and profile** of the District and businesses within it
- Deliver a **high quality and user friendly streetscape** throughout the District
- Achieve **enhanced environmental cleaning and maintenance** standards
- Provide a **safe and welcoming** business environment
- Improve the District's **accessibility** and **wider city centre connections**
- Promote local **business networking and community engagement**
- Operate as an **effective business led voice** with the resources to make things happen
- **Engage** and **support** businesses
- Deliver **visible improvements** and get things done
- Deliver **projects and services that are additional** to those provided by Birmingham City Council and others.



COLMORE BUSINESS DISTRICT KEY OBJECTIVES

The 5 principal objectives of Colmore Business District as identified from a business consultation process are summarised as:

- Accessible and Connected
- Branded and Promoted
- Cleaner, Greener and Attractive
- Networked and Community Engaged
- Safe and Welcoming

Each CBD objective is delivered through a working group made up of members of the Board of Directors and supported by the CBD office. Each group is led by a Board Director as its champion.

The working group champions are as follows:

Accessible and Connected
Nigel Pennington

Branded and Promoted
Diane Benussi

Cleaner, Greener and Attractive
Mike Best

Networked and Community Engaged
Mark Hopton

Safe and Welcoming
Chief Superintendent Andrew Nicholson

In addition there are two other working groups:

Business Led and Managed
Gary Cardin

Leisure, Retail and Hospitality
Ann Tonks



ACCESSIBLE AND CONNECTED

OBJECTIVE

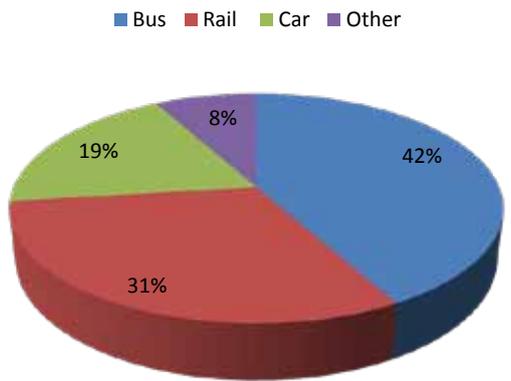
To improve accessibility to the District and way finding by initiating and promoting a range of street and IT based signage and information media as well as working in partnership with the providers of public transport, parking and highways to improve the efficiency and customer focus of local services.

KEY ACHIEVEMENTS

- We have commissioned and received a small public survey within CBD to get an understanding of journeys made within the District, with around 350 face to face interviews completed. Results showed that 77% of the individuals' interviewed were familiar with the District, visiting at least twice per week, but that 13% visited monthly or less. 42% of those surveyed accessed Birmingham by bus, with 31% rail and 19% car, which showed bus as a lower share than elsewhere in the city as a mode of travel but still dominant, meaning that suitable bus access is critical.



Transport routes for journeys made to and from CBD





NIGEL PENNINGTON
WORKING GROUP CHAMPION

FUTURE DEVELOPMENTS

- In order to improve signage to different areas and buildings we have been working with potential suppliers to implement an electronic ‘wayfinding’ facility for the District.
- A feasibility study has been commissioned and designs are being developed to increase pavement space and improve pedestrian facilities within Upper Bull Street.



- The introduction and distribution of CBD “Z Card” maps provide visitors to the District with key information on how to access places to eat, drink, shop, visit and stay in the area. The maps are available from outlets throughout the District and from New Street Tourist Information Centre as well as direct from the CBD team.





BRANDED AND PROMOTED

OBJECTIVE

To support local business competitiveness in key regional, national and international markets and assist with the attraction and retention of investment and key staff. This would be achieved through developing proactive branding and marketing initiatives to promote the District's identity and investment potential in partnership with other key stakeholders.

KEY ACHIEVEMENTS

- The implementation of a cohesive marketing and PR strategy has allowed for a focussed marketing and branding campaign targeting identified key target audiences.
- The strategy outlines 5 key target audience groups to ensure that all activity is tailored to meet the needs and look after the best interests of each demographic. The groups are:
 - Group A: Key decision makers for businesses located in the District - i.e. owners/directors/partners/voters
 - Group B: Employees of businesses
 - Group C: Business visitors to the District
 - Group D: Non-business visitors to the District
 - Group E: Residents (non-commercial) of the District
 - Group F: Commercial property agents and developers
- Last year the District was chosen by the BBC as a location for two of its major TV dramas *Hustle* and *Survivors*. The team have been working hard to put the area on the map as the place to do business in Birmingham and the national and international spotlight that these programmes put on the area can only help towards achieving that goal.
- Promoting all restaurants, pubs, bars, hotels and coffee shops located in the District, the CBD Food and Drink guide was launched in winter 2009. Over 15,000 copies of the guides have been distributed across the District and further afield.
- Bespoke welcome packs have been produced and are currently being distributed throughout the District.





DIANE BENUSSI
WORKING GROUP CHAMPION

- A targeted PR and media campaign has helped to work towards promoting the District in the local regional and national media as a key business environment within the West Midlands.



- Initial on-street branding creating an identity for the District has been implemented through branding on CCTV posts.
- The Jazz festival in summer 2009 brought an array of talented jazz musicians to the District and created a sense of community to the area as well as attracting visitors and tourists to CBD.

- Working with the Networked and Community Engaged working group, a bespoke event targeting all marketing and PR professionals was held in autumn 2009. The event included presentations from Gary Cardin and Michele Wilby providing updates on the objectives and information on how CBD can work with marketing professionals to help support local business competitiveness in regional, national and international markets.

FUTURE DEVELOPMENTS

- An event diary, consisting of both prestigious and smaller more intimate events is currently being populated.
- Proposals for on-street branding to build a "physical" structure and community to the District are currently being considered.
- Developments are taking place with other key partners to develop marketing campaigns to support the raising of the profile and understanding of CBD on a national and international platform.
- Preparations are taking place to host 2 large summer events. The Jazz Festival will be taking place for the second year in July and in August the District's leisure and hospitality community will be hosting a Food and Arts Festival.



CLEANER, GREENER AND ATTRACTIVE

OBJECTIVE

To secure a higher quality 'streetscape' commensurate with business expectations and aspirations for the District by promoting a range of environmental improvements such as the creation of attractive public spaces, gateways and corridors over and above the baseline provision by Birmingham City Council, including a dedicated "attention-to-detail" cleaning and caretaking service.

KEY ACHIEVEMENTS

- Through the appointment of Keith Massey as the District caretaker in January 2010, we have launched the CBD caretaker service, to provide the dedicated 'attention to detail' cleaning service. Keith works alongside the Street Wardens to identify any litter or cleaning problems and to quickly resolve any issues.
- 2009 saw the launch of the pavement cleaning project. The Districts footpaths are now deep cleaned on a regular basis throughout the year helping to make the District a cleaner and more enjoyable environment to work within.
- Throughout the summer CBD funded a series of floral displays in the District bringing colour and planting onto the streets. The District was part of the city centre's gold award winning Britain in Bloom Floral Trail.
- During the winter period our investment into the Christmas lights and decorations brought a festive cheer to those working and visiting CBD.
- CBD's vision is also about making long-term and long-lasting improvements and the working group is developing several "legacy" projects which inevitably involve longer lead-in times and joint working with the City Council and local businesses. There will however be some short-term opportunities where initiative can be taken and we are exploring those too.
- We are also working closely with Retail BID who, with the City Council, have commissioned MAKE Architects to prepare a Design Strategy for the retail area. We will aim to tie in our proposals with theirs, recognising the importance of Temple Street and Cherry Street as links between the business community, the retail area and New Street Station. We are also exploring the potential for lighting of key buildings and routes in the District.
- Agreement has been made to provide some funding towards a feasibility study by MADE, the region's architecture champions, who are looking at the potential for a Design Centre in the heart of the city.



MIKE BEST
WORKING GROUP CHAMPION

FUTURE DEVELOPMENTS

We are working on a number of short and long term developments to help create a Cleaner, Greener and Attractive working environment for everyone within the District including:

- Working with the City Council on a Big City Plan Initiative to improve the link between the Cathedral and St Paul's Church in the Jewellery Quarter.
- Commissioning design work for a public realm scheme on Church Street with a view to widening the pavements and creating a more pedestrian friendly environment, providing new street furniture and landscaping.
- Considering a proposal from the Jewellery Quarter to enhance the pedestrian footbridge from Church Street to Ludgate Hill, and carry out maintenance and repair work to the subway from Livery Street under Great Charles Street.
- Carrying out a review of the junction of Colmore Row and Livery Street to see if it can be improved to make crossing safer and deal with the large numbers of people waiting for the 101 bus.
- Reviewing ideas for improvements to the entrance to Snow Hill Station to be discussed with the building owners; developing a new multi-agency proposal to tackle pedestrian congestion and safety in Upper Bull Street.
- Holding discussions with the City Council to “de-clutter” the streets of extraneous columns, posts and structures such as redundant telephone boxes.



CBD: Part of the city centre's gold winning Britain in Bloom.



NETWORKED AND COMMUNITY ENGAGED

OBJECTIVE

To facilitate a vibrant local business network and promote meaningful engagement with the wider community by providing businesses and their staff with new channels and events for the dissemination and exchange of information and commercial opportunities. In addition promoting appropriate initiatives to encourage participation in corporate social responsibility activities.

KEY ACHIEVEMENTS

- Amongst the group's initial actions has been the co-ordination of a comprehensive, baseline survey of the opinions of business owners, their staff and visitors. This survey will form the cornerstone of measuring CBD progress over the initial 5 year term. The summary results of this survey activity, launched in 2010, are contained on page 20 in this report.
- The District's own quarterly newsletter, CBD Digest, was launched in 2009. Distributed to all businesses and levy payers within the District the newsletter provides key information about CBD's latest achievements and key milestones as well as providing a communication vehicle for firms within the District to submit their latest company news.



- As the only business focused BID in the UK, CBD hosted a visit from a Liverpool organisation who are considering their own BID proposal. The team from The Commercial District which is in the centre of Liverpool's business quarter, had a tour of the District and met with representatives of CBD and Birmingham City Centre Partnership.

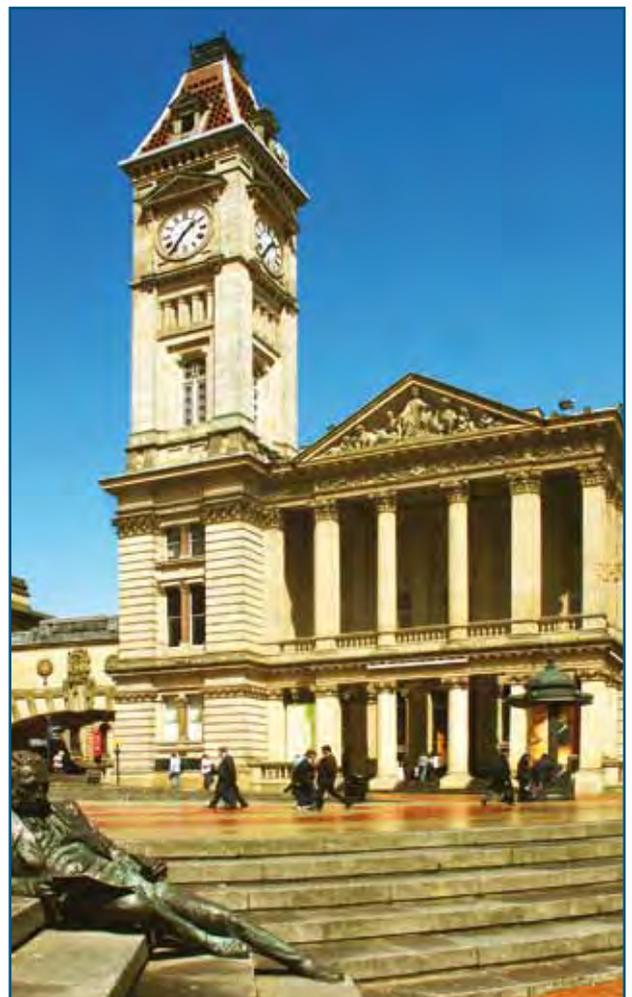


MARK HOPTON
WORKING GROUP CHAMPION

- In winter 2009 a private viewing for businesses and organisations within the Colmore Business District was hosted by the CBD team at Birmingham Museum and Art Gallery (BMAG). The evening provided attendees with a unique opportunity to see the 'Birmingham Seen' exhibition which explored the ways in which artists and photographers have portrayed the people and landscape of Birmingham since 1820. It was also an opportunity for businesses to network and develop new contacts.

FUTURE DEVELOPMENTS

- We are looking to build upon the calendar of activities of the Marketing and Leisure Groups, and develop relevant community links and networking opportunities within the Colmore Business District.
- Preparations are taking place to hold an event in spring targeted specifically for the property agents and developers to discuss how CBD can work closely with this sector to attract inward investment and relocation of new businesses to the District.
- Discussions are currently in place with The Princes' Trust to consider how CBD and businesses within the District could work closely with the Trust as innovative and creative way of bringing businesses and members of the business community together.





SAFE AND WELCOMING

OBJECTIVE

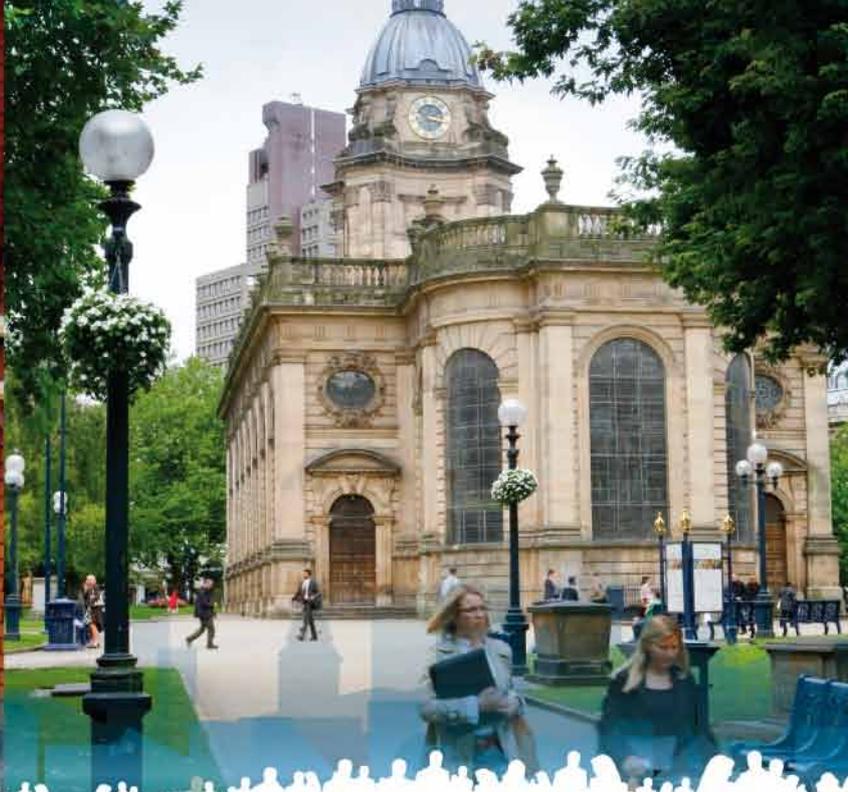
To present a more user friendly 'face' of the District to clients, staff and visitors and make visible improvements around actual and perceived safety across the District.

This will be achieved by providing a customer focused welcoming and reassuring presence through Street Wardens operating across all public areas. Also safety measures will be introduced including upgraded lighting around the District. Communication mechanisms will be established with businesses, the police and other public agencies regarding significant incidents within or affecting the District.



KEY ACHIEVEMENTS

- The CBD Street Wardens were appointed in winter 2009 and play a vital role in ensuring the District is a safe and welcoming environment for all workers and visitors to the area. The Wardens are in the District from first thing in the morning until after the rush hour in the evening, working with the local police and other stakeholders to make sure that the area is as safe and secure as possible.
- A joint working project has been launched with the CBD office, Wardens and West Midlands Police working closely together to allow for a more coordinated approach of reporting and acting on information provided by the public.
- An analysis of Crime Patterns for the District has been undertaken and is currently being reviewed to produce an action plan.
- An audit of "dark areas" is currently being carried out by the Street Wardens towards making improvements to ensure that the District is as safe as possible at all times by additional or enhanced lighting.



CHIEF SUPERINTENDENT
ANDREW NICHOLSON
WORKING GROUP CHAMPION

FUTURE DEVELOPMENTS

- Data from the crime pattern analysis shows, despite some perceptions, that CBD is a safe and low crime area. Marketing and safety campaigns are being developed to promote and communicate these messages to all target audiences.
- Working in conjunction with Centro we are exploring the possibility of including CCTV coverage at some Bus Stops as well as carrying out a more general review of CCTV provision within the District.
- Implementing an improved lighting scheme throughout the District, in particular within the Cathedral grounds.
- Lighting improvements to the Bridge link from the CBD to the Jewellery Quarter area.

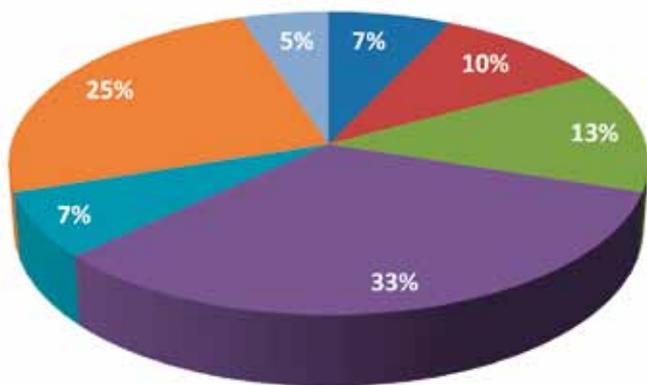




FINANCIAL INFORMATION

Year One Proposed Budget 2009/10

KEY POINTS

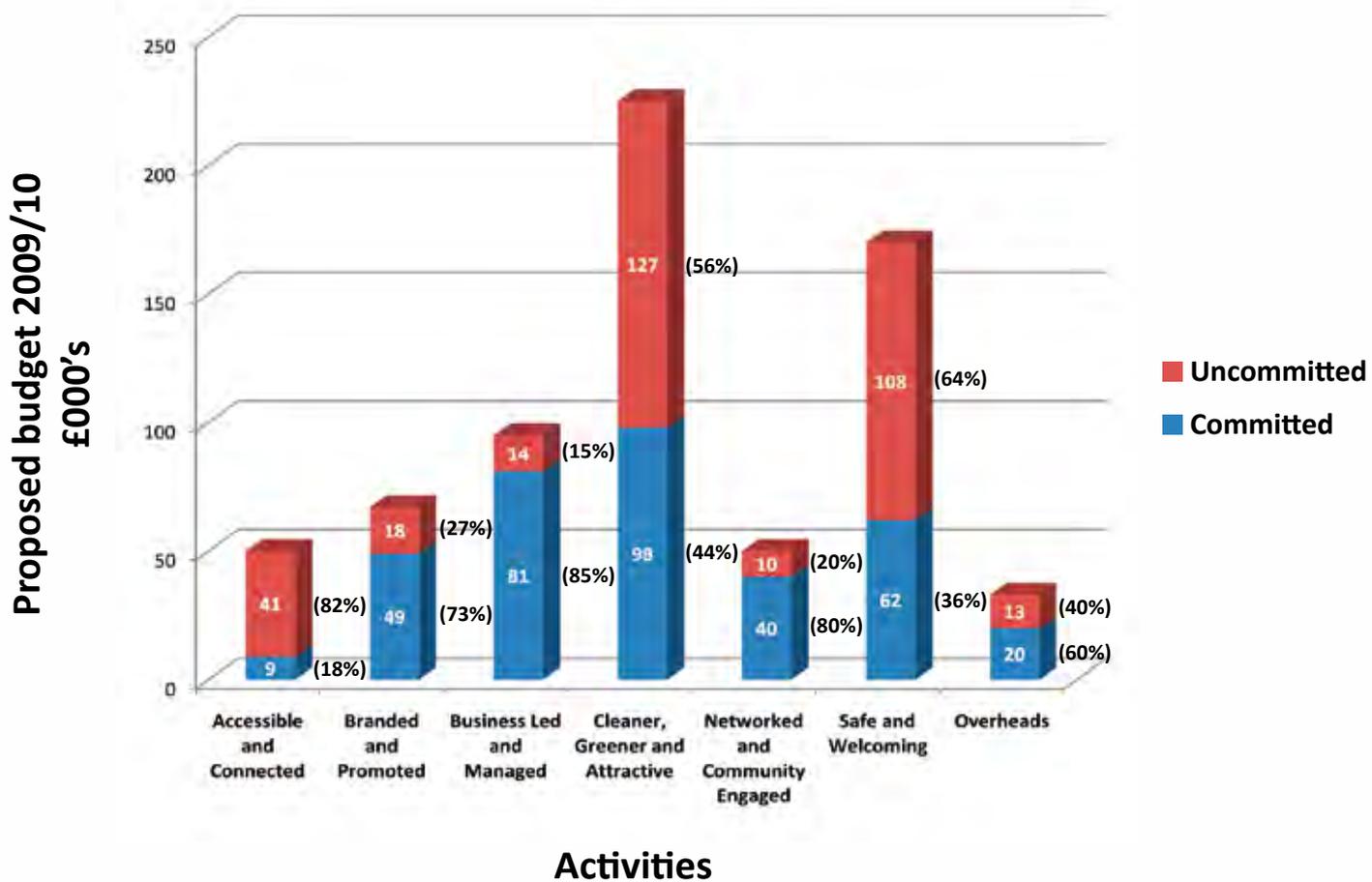


- Year one budget spend £690,000, with particular initial focus on Safe & Welcoming and Cleaner, Greener & Attractive.
- Year One budget 52% committed at 31st December 2009.
- Several pipeline projects (especially in Safe & Welcoming, Cleaner, Greener & Attractive and Accessible & Connected) will shortly result in firm commitments.
- Given the standing start certain expenditure (e.g. wardens and caretaker) will have a greater full year impact in year 2 and beyond.
- Certain groups (most notably Cleaner, Greener and Attractive) have set aside funds to contribute to longer term legacy projects spanning more than a year.

■ Accessible and Connected	£50K
■ Branded and Promoted	£67K
■ Business Led and Managed	£95K
■ Cleaner, Greener and Attractive	£225K
■ Networked and Community Engaged	£50K
■ Safe and Welcoming	£170K
■ Overheads	£33K
Total	£690K



Spend to 31st December 2009





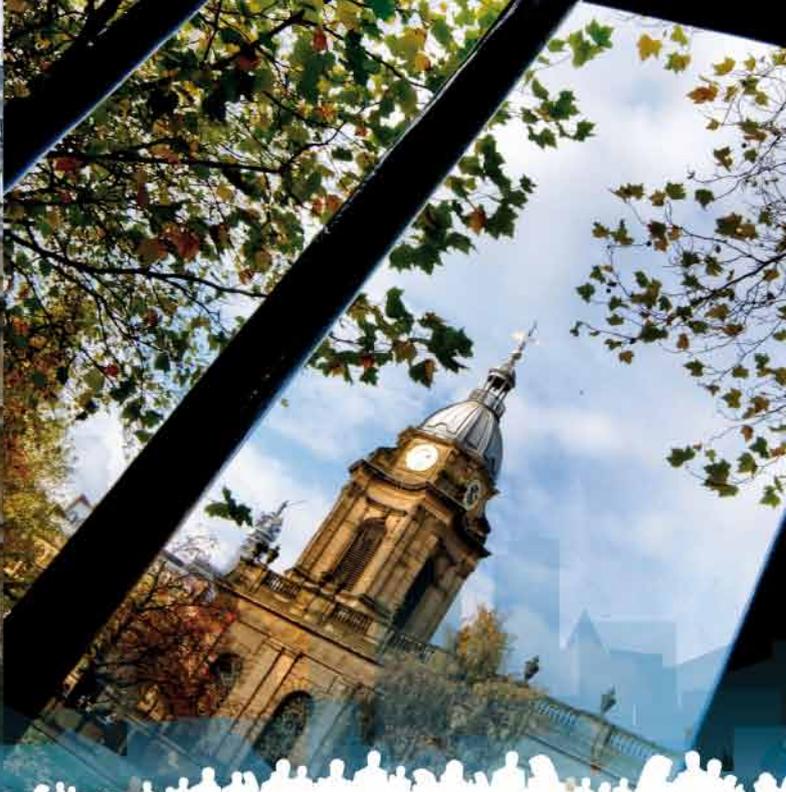
SURVEY RESULTS

Early stage results from the Business Owner/Manager survey indicate the following:

- Key objective from an owner/manager perspective is Safe and Welcoming.
- Highest satisfaction level (59%) with the quality of the environment in the District (Cleaner, Greener & Attractive).
- Lowest satisfaction level (38%) with regards to increasing the visibility and reputation of the District, in order to support local businesses and attract and retain staff and investment.
- Pleasingly (81%) of business owners/managers are proud of working in the District, at least some of the time.

Specific areas of positive feedback:

- Popularity of floral displays/hanging baskets (58% very/fairly satisfied).
- Readership of CBD Digest (64% seen and read).
- Overall strategic direction and business planning of CBD issues (64% rate as good/fairly good), whilst BID proposal seen as being delivered effectively and efficiently (63% rate as good/fairly good).



Key areas requiring attention by the CBD Board:

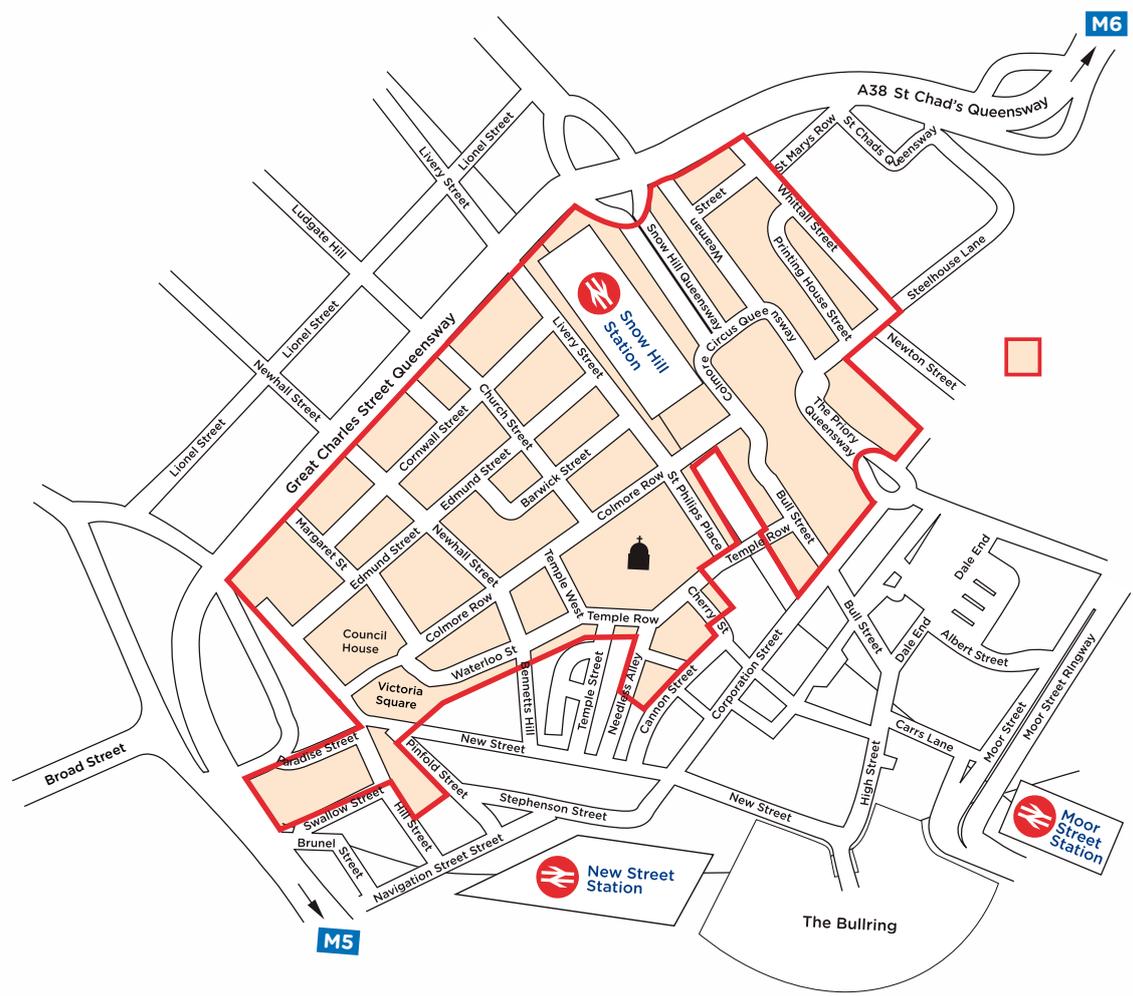
- Repair and maintenance of streets and pavements (38% dissatisfied).
- Anti social behaviour and vandalism/graffiti (noted as having some impact on business by 60%).
- Satisfaction ratings on Safe and Welcoming some 25% lower in the evenings compared with daytime.
- High level of respondents were neither satisfied nor dissatisfied on networking opportunities and community engagement.

Very early stage feedback from the staff survey shows the following:

- Satisfaction with access and connectivity of Colmore Business District (70%).
- Dissatisfaction with state of streets and pavements is mirrored here (30%).
- Most important CBD objective for staff is also Safe and Welcoming.



COLMORE BUSINESS DISTRICT





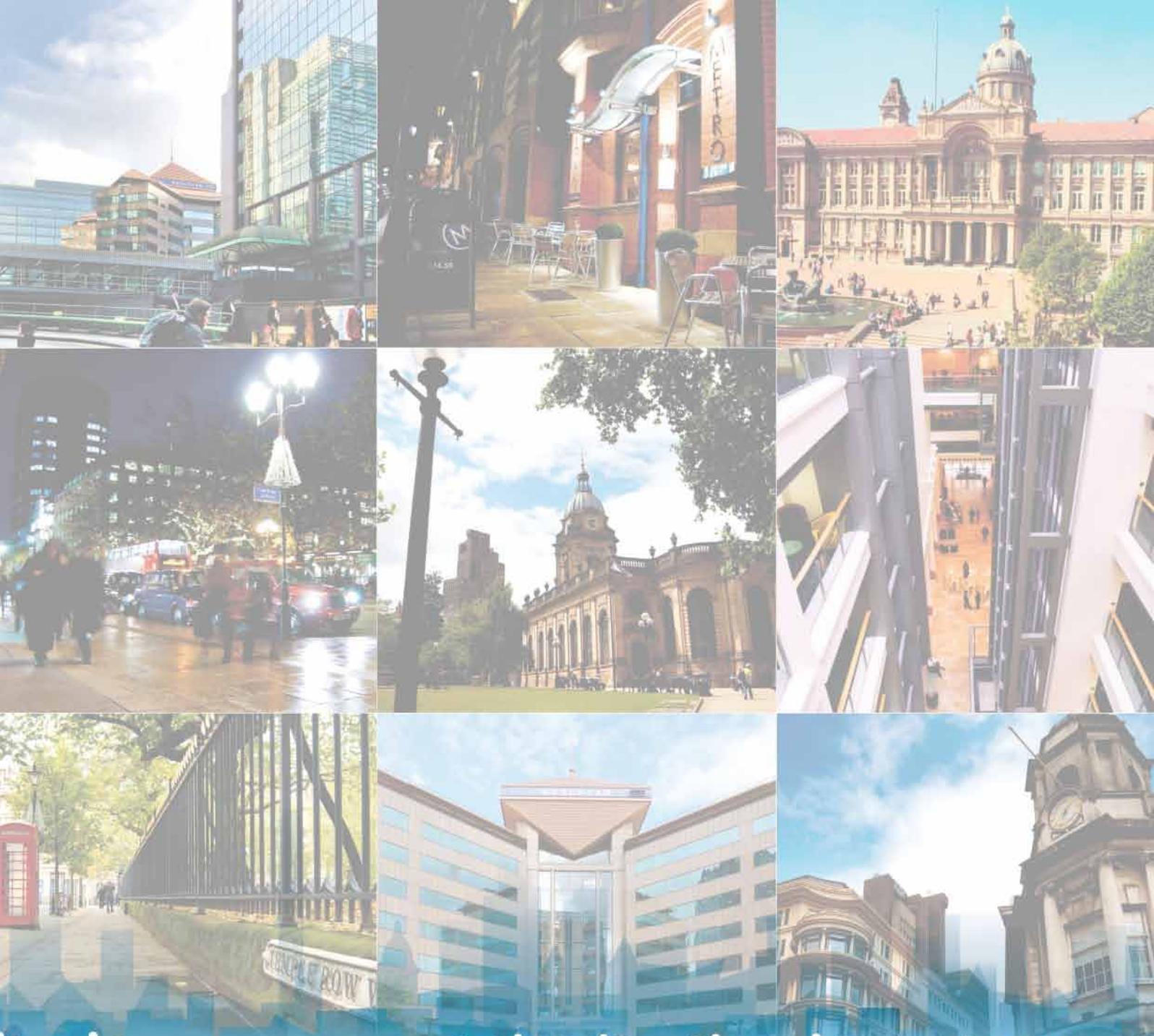
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