

ANNUAL REPORT

2011 - 2012





INTRODUCTION



GARY CARDIN

COLMORE BUSINESS DISTRICT CHAIRMAN

Our annual review for 2011/12 showcases the work that has been undertaken by Colmore Business District (CBD) over the past twelve months.

From the outset, we wanted the business improvement district (BID) to make a lasting difference to the area and the place in which we do business, and this year we started to see that impact with the delivery of our key transformational projects: Church Street Square and Interconnect Birmingham will make a long-term and substantial impact to the District for many years to come.

I hope the completion of Church Street Square, in particular, demonstrates the difference the BID can make to the area. Our drive, our commitment, our investment and our proactive approach to partnership working shows the calibre of achievements Colmore Business District is capable of and we continue to look ahead to major schemes where we can play a key role.

On top of these achievements, we have built on the fantastic successes of last year, in particular supporting our leisure and hospitality sector through an extended two-day CBD Food Festival, with more food and drink venues taking part. This year saw around 15,000 visitors sample CBD's fantastic food and beverage offerings, which helped to build on Birmingham's excellent culinary reputation. This was a major event we can be immensely proud of.

Last year I said that Birmingham is undergoing significant changes and indeed, they are happening on our doorstep. We are well placed to continue to shape these developments but there is much more to do to capitalise on the opportunities presented to us. We will continue to champion the interests of the commercial heart of Birmingham and build on the principles we have promoted through our public realm enhancements, through our community engagement and through our promotional activities to make Colmore Business District the place to do business in Birmingham.

Finally, many thanks for your continued support of Colmore Business District Ltd.





MICHELE WILBY

BID EXECUTIVE DIRECTOR

The past twelve months have seen Colmore Business District's profile in the area grow as some of our key projects highlighted in our original proposal come to fruition.

Church Street Square represents the culmination of work since the commencement of the BID. Working with Birmingham City Council, we have designed and delivered a new public space, for people to use and enjoy, as well as being able to cater for small events, such as our successful outdoor photography exhibition. We are delighted to have commissioned a new piece of art for the area and are proud of the lasting impact our financial investment has made to the area.

Our community offer has also been strong; we have created a new film festival - 'Film Bug' and have organised events to celebrate the Queen's Jubilee

and the London 2012 Olympic and Paralympic Games. And we also recognise the importance of championing ideas and projects that will help to shape the future of the area and keep the area as a competitive place to do business and attract young talent through our Student Day and with Birmingham Future on the Future Commission. All of our activities are focussed on raising the quality and appeal of the District, promoting businesses and the overall business offer of the area, and to co-ordinate improvements and deliver value for money. We are committed to investing wisely and will continue to evaluate our activities through surveys and feedback from businesses and employees working in the area.

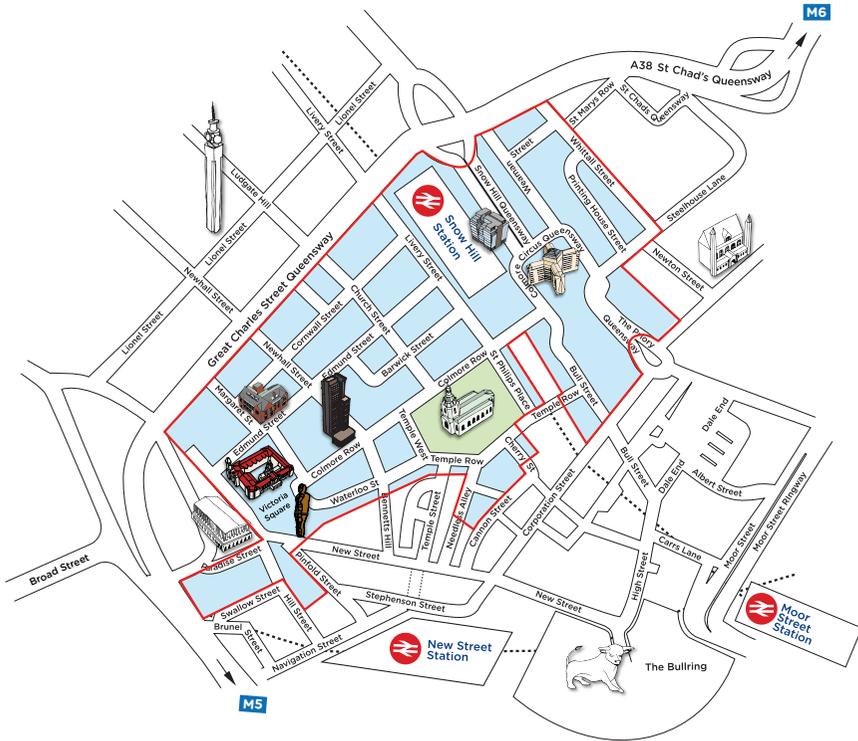
We continue to build and maintain partnerships with stakeholders across the city and champion the area's interests at a national level, as well as locally. Indeed, we have recently been recognised by the national body, the Association of Town Centre Management, where two of our projects were shortlisted for awards this year.

We are aware that we still have more to do and further initiatives to deliver in the District; as you will see in the final section, we are still keen to make improvements to Great Charles Street footbridge and learning from and building on the significant impact of Church Street Square, our eyes now turn to the next public realm enhancement scheme we can deliver with our partners, Snow Hill Gateway.

We welcome your feedback and invite you to make contact with us about any of our projects, services or initiatives.



BID MAP



Colmore Business District is made up of around 500 businesses, principally commercial and financial service based. Around 35,000 people work in the District and there is around 5.6million square feet of office space. CBD also actively promotes the District's excellent retail, leisure and hospitality sectors.

Since CBD has been in operation, it has provided a variety of projects and services as set out by the objectives in its business plan in 2009.



Gary Cardin

Chairman
Drivers Jonas Deloitte



Paul Fielding

Accessible and Connected Champion
Birmingham Future / Brewin Dolphin



Alex Burrows

Centro



Richard Thomas

Royal Haskoning



Diane Benussi

Branded and Promoted Champion
Benussi Law



Mark Hopton

Company Secretary
KPMG



Ben Gulliford

Birmingham Forward
Barclays Wealth



Ann Tonks

Opus Restaurant



Mike Best

Public Realm Champion
Turley Associates



Sir Albert Bore

Birmingham City Council



Richard Probert

Ballymore



Rob Valentine

Bruntwood



David Bradshaw

Safe and Welcoming Champion
Nurton Developments



**Chief Superintendent
Clive Burgess**

West Midlands Police



Sarah Skurr

Glidefern Property Management Ltd



Melanie Williams

Squires Sanders

CLlr Timothy Huxtable, Birmingham City Council, served on the board until May 2012.

Clive Vernon, Buller Jefferies, served on the board until April 2012.

Simon Jenner, Urban Coffe Company, served on the board until May 2012.

CLlr Kath Hartley, Birmingham City Council, joined the board in July 2012.

BOARD DIRECTORS





ACCESSIBLE AND CONNECTED

IMPROVING ACCESSIBILITY TO THE DISTRICT AND WAY-FINDING WITHIN IT.

INTERCONNECT BIRMINGHAM

In a major redefinition of wayfinding in Birmingham City Centre, CBD has been at the centre of a team of stakeholders developing a royalty free map for use on specially designed totems to display better, more integrated and informative city centre wayfinding information. A key objective in the 'Vision for Movement', phase one of this project will enhance the connectivity and walkability between the three train stations in the city and make it easier for people to locate their destinations.

SUSTAINABLE TRAVEL PARTNERSHIP PLAN

Partnering with Birmingham City Council, CBD has promoted cycle mornings and information sessions in the area. CBD has also helped to promote a car-sharing scheme with City Car Clubs, which allows people to hire a car by the hour for business purposes, enabling them to take public transport to work should they prefer to.





BRANDED AND PROMOTED

SUPPORTING LOCAL BUSINESS
COMPETITIVENESS AND
DEVELOP A RECOGNISABLE
CORPORATE PROFILE AND
REPUTATION FOR THE AREA.

FOOD AND DRINK GUIDE AND Z-CARD

CBD continues to refresh and update its Food & Drink Guide to promote and showcase the wide range of food, drink and hospitality venues in the District. CBD's pocket-sized z-card provides a map of the District as well as useful area information and contacts. Refreshed annually, it is circulated around the District and is used by CBD businesses to inform clients visiting the area.

COLMOREBUSINESSDISTRICT.COM

The CBD website, which holds news and updates on CBD businesses as well as CBD projects, has seen its visitor numbers grow year after year. In 2011 website figures averaged just fewer than 10,000 visits a month; this figure has doubled in twelve months with just under 20,000 visits a month in 2012.



Pubs and Bars

ALL BAR ONE

0121 232 2551 | www.allbarone.co.uk
43 Newhall Street B3 2NY
All Bar One on Newhall Street is a vibrant city centre bar where you can eat, drink and escape the stresses of the day with laidback sophistication. The iconic homestyle burgers, fresh salads and lazy brunches make the bar what it is.

BUSHWACKERS

0121 236 4994 | www.bushwackers.co.uk/Birmingham
Lower Ground Floor & Basement, Exchange Building, 103 Edmund Street B3 2JZ
Birmingham Bushwackers is a bar and grill with a refurbished terrace. The comprehensive lunch menu, boasts a great range of meals to suit all tastes in the evenings. Bushwackers turns into a trendy bar with drinks promotions and a great value à la carte menu in the restaurant.

EDMUND'S LOUNGE BAR & EATERY

0121 200 2423 | www.edmundsbar.co.uk
106-110 Edmund Street B3 2ES
Edmund's is about relaxed drinking and dining in comfortable surroundings. Whether it's a lunchtime snack, or evening meal, you'll be suitably impressed by the food. There is a great range of continental beers and top quality traditional cask ales along with wines from around the world and cocktail list.

GINGER'S BAR

0121 200 1588 | www.gingersbar.co.uk
11 Newhall Street B3 2NY
Ginger's Bar is a sleek cocktail bar. This latest venture by owner Roger's is located in the same location as the original bar.

The place to do business in Birmingham
2011/12
The place to do business in Birmingham
2011/12
www.colmorebusinessdistrict.com
Colmore Business District

WELCOME TO COLMORE BUSINESS DISTRICT
HOME ABOUT US OFFERS & EVENTS NEWS PUBLICATIONS MAP CONTACT US

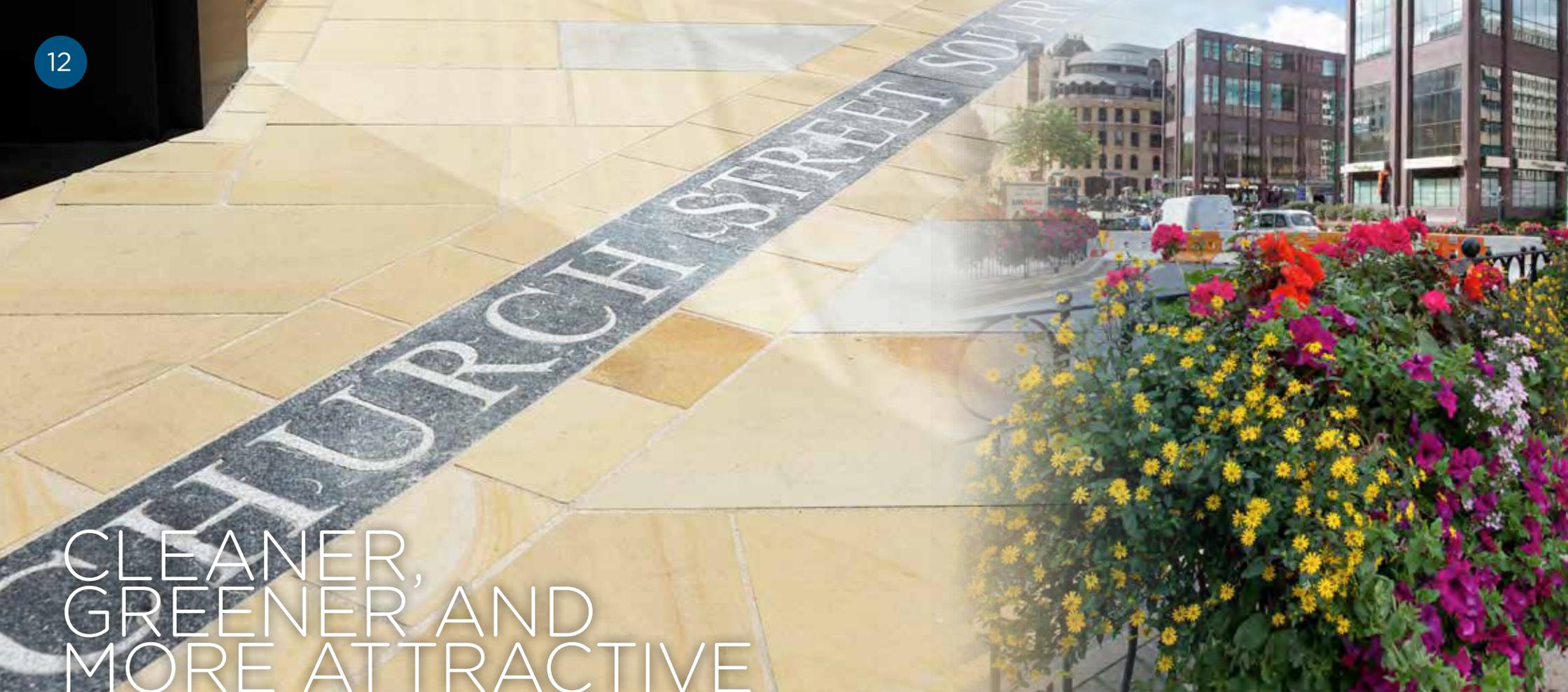
ABOUT COLMORE BUSINESS DISTRICT

- CBD SHOPPING AND MAP
- CBD ENTERTAINMENT AND MAP
- CBD BUSINESS AND MAP

Colmore Business District (CBD) is Birmingham's premier concentration of professional and business service companies. Around 500 companies are located in the District, employing up to 35,000 people and occupying approximately 5.5m square feet of office space. CBD's diverse business community provides quality services and expertise to regional, national and international clients. The District boasts also has a first class hospitality sector, comprising of excellent restaurants, bars, clubs, coffee houses and hotels that provide for corporate customers and visitors to the area.

CBD Community

- News: City App wins five-star rating from Pollidan
- Offers & Events: Big Drum Open Top Bus Sightseeing Tour
- CBD Activities: Purple Flag Week



CLEANER, GREENER, AND MORE ATTRACTIVE

SECURING A HIGHER QUALITY 'STREETScape' AND COMMENSURATE WITH BUSINESS EXPECTATIONS AND ASPIRATIONS FOR THE DISTRICT.

SEASONAL DECORATIONS

Throughout the Christmas season, CBD invests in enhanced Christmas lights to cover the whole District, including a fully lit Christmas tree and the lighting of Snow Hill Station Square.

During summer, hanging baskets, flower towers and bespoke floral features are planted and installed around the District, bringing colour and greenery to the area.

For more on the floral features see pages 22-23

STREET DEEP CLEANING

CBD manages deep cleaning of the pavements of CBD three times a year, removing graffiti and chewing gum, brightening the streetscape and uplifting the appearance of the area.





CHURCH STREET SQUARE

CREATING A NEW, QUALITY PUBLIC SPACE IN THE DISTRICT

CHURCH STREET SQUARE

This major public realm transformation project, undertaken in partnership with Birmingham City Council, marks the culmination of work since the start of CBD. The project sees a previously underused space completely revitalised, with reduced carriageway width, seating, trees and planting, an enhanced LED lighting scheme and high quality materials.

UMBRA - PUBLIC ART COMMISSION

In addition to the environmental enhancements, CBD and Birmingham City Council commissioned a new piece of public art by award-winning artist Wolfgang Buttress. The piece is located in Church Street Square, is made from bronze with hundreds of perforated holes in it to reveal a lit cruciform within the sphere.





NETWORK AND COMMUNITY ENGAGED

FACILITATING A VIBRANT
LOCAL BUSINESS NETWORK
AND PROMOTING
MEANINGFUL ENGAGEMENT
WITH THE WIDER COMMUNITY.

ATTRACTING, RETAINING AND PROMOTING YOUNG PROFESSIONALS

CBD STUDENT DAY

In partnership with Katie Bard Recruitment, CBD provided university students with the opportunity to visit six businesses across a range of professional sectors in the District in autumn 2011. The purpose of the day was to open up Birmingham's professional quarter and highlight its career opportunities to students. Presentations were given by Barclays Wealth, BranchMartinSpicer, DLA Piper, Hotel du Vin, PwC and Turner & Townsend.

FUTURE COMMISSION

CBD recognises the importance of being a competitive and attractive place to do business for young people looking to start or set up their career in the city. Supporting Birmingham Future, CBD is co-sponsoring the Future Commission, a study undertaken by Warwick Business School to look at young talent retention and how it might be improved. The Commission will be published in autumn 2012.



‘PERSPECTIVES: PHOTOGRAPHS OF COLMORE BUSINESS DISTRICT’

Taking inspiration from the 2011 ‘Take to the Streets’ exhibition, CBD worked with photography students and staff at Birmingham City University, alongside the Library of Birmingham, Magnum Photos and Bruntwood, to commission an alternative view on the area, its businesses and people. Linking students up with specific businesses, the images created were shortlisted to create a book and the images sold at an auction to business representatives in the area. A student went on to be specifically commissioned by a local business following their involvement in the project.

PERSONAL EXECUTIVE ASSISTANT REGIONAL SOCIETY (PEARS)

The group is made up of Personal Assistants from across the city to give them an opportunity to network in an informal setting at events held in various venues across the city centre. The events are designed to promote the venues, services and products with members contributing a donation to attend, all of which is given to charitable causes nominated by the members. This group has been primarily run through the CBD office this year, with support from Birmingham City Centre Partnership.

COLMORE CHORUS

CBD’s choir, formed in partnership with Birmingham Opera Company, is made up of professionals working in and around the District. Colmore Chorus has performed at key events including ArtsFest, the Christmas Parade and the CBD Food Festival. The choir has provided a unique way to bring the professional community together and to develop transferable skills in vocal projection and stage presence.



CHARITY ACTIVITIES

Building on the previous year's success, during 2011, CBD raised £19,000 for The Prince's Trust through a networking Golf Day in partnership with Bruntwood, 'Perspectives' photography book, another successful Challenge 500 inter-company event and also, a sponsored trek across Hadrian's Wall path by members of the CBD team and Board.

CBD'S NEWS AND COMMUNICATIONS

CBD continues to produce its quarterly CBD Digest magazine, full of business and city news, events and leisure items, as well as updating businesses on CBD projects.

CBD also sends out a monthly e-bulletin, CBD Bitesize, as well as communicating updates on emerging city centre events or developments that affect local businesses' and employees' working days or onward journeys.

Colmore Business District

Great Charles Street Queensway slip road - closure

We have been informed of a road closure of the Great Charles Street Queensway slip road on 14th June, from 09:30hrs to 3:30hrs. This will be closed between St Chad's Circus and Livery Street. Clot here for further details.

Church Street Square - Substantial Completion

Substantial work in Church Street Square has now been completed with finishing works due to take place during this month. This will include the installation of enhanced lighting in the area and also the installation of a piece of public art in a commission by award winning artist Wolfgang Buttress. During the summer we have jazz performances (Monday 9th July and Wednesday 11th July) and a photography exhibition (Monday 10th July to Sunday 20th September) in the space, so we hope to see you in the new Square over the coming weeks.

Get Mentoring course

The Birmingham Small Business Centre (BSBC) and Agile Training, the winners of the UK National Training Award in 2011, have come together to deliver the free Get Mentoring course.

Get Mentoring is an initiative led by SFEED (Small Firm Enterprise Development Initiative) and has financial backing of £1.7million from the Government. Training is offered to any business owner or employee from the micro, small and medium-sized business community completely free of charge.

Held locally at 55 Newhall Street in Colmore Business District - courses start on Thursday 14th June (9am to 1pm). If you would like to enrol on a course contact bsbc@colmorebusinessdistrict.com for more details.

The Voyage

Thursday 21 - Sunday 24 June Victoria Square 10pm (Come Early!!!)

An enormous ship sails into the centre of Victoria Square, docking itself beside the city's Town Hall. High above, the people who gather to look at the model dancers and acrobats appear in the ship's rigging. The Voyage begins at this FREE outdoor performance spectacle.

Professional dancers and acrobats join forces with a show, live musicians and more than 140 community performers to transform the Square and tell the story. Watch the skyline unfold onboard the ship and be caught up in the atmosphere on the ground. The ship sets sail, the Town Hall is transformed by spectacular projection imagery and the city's skyline becomes a dream of undreamed worlds.

For more info, visit www.thevoyage.com. Facebook - or follow on Twitter!

the birmingham small business centre
Making YOUR business BIGGER

VOYAGE

CBD digest
BUSINESS IN THE HEART OF BIRMINGHAM
Winter 2011
www.colmorebusinessdistrict.com

CHRISTMAS
No room at the inn
LYVSS

CBD digest

Chairman
Er
Film Bug in C
Church Street
Develop
BUSINESS IN THE
Spring 2012

CBD digest

Church Street Square
It's back...
Greg Lowson
Pinsent Masons
The Dentist in Town

Food Festival

BUSINESS IN THE HEART OF BIRMINGHAM Summer 2012
www.colmorebusinessdistrict.com



CBD EVENTS

FILM BUG

For the first time, the nationally celebrated Flatpack Festival brought its unique and intriguing take on pop-up cinematic experiences into the city centre through a specially created pre-cursory film festival in CBD. 'Film Bug' took place over two days and involved coffee shops, pubs, bars and Birmingham Cathedral. The locations were transformed into temporary cinemas, at lunchtimes and after work and the showings included free screenings of a variety of independent movies, as well as live accompaniment to silent movies. With an audience of over 1,500 over the two days. CBD will be building on this extraordinary event next year.

CBD PRESENTS MOSELEY ARTS MARKET

To celebrate the Queen's Diamond Jubilee, CBD welcomed and hosted Moseley Arts Market at Birmingham Cathedral grounds. The market showcased the talents of one of Birmingham's most creative neighbourhoods along with invited guest artists.

CBD FOOD FESTIVAL

The CBD Food Festival, showcasing the excellent food and drink offering in Colmore Business District, attracted around 15,000 visitors in July. Back for a second year, the two day festival in Victoria Square launched the weeklong Birmingham Food Fest and attracted national and international media coverage.

Over 20 venues, many of whom are independent businesses, served taster options of their signature menu dishes and drinks. The event was accompanied by live music and street theatre.



BIRMINGHAM INTERNATIONAL JAZZ & BLUES FESTIVAL

CBD hosted live music performances for the fourth consecutive year in July 2012 as part of the Birmingham International Jazz and Blues Festival. The festival provided music and entertainment in outdoor open spaces in the District, including Church Street Square, Colmore Square, Snow Hill Station Square and Birmingham Cathedral grounds.



CELEBRATIONS FOR THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

CBD CELEBRATED THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES IN A VARIETY OF WAYS, FROM BEAUTIFYING THE STREETS, TO INSTALLING TEMPORARY ARTWORK AND A COMMUNITY GAMES DAY.

OLYMPIC FLORAL TRAIL

Working with Birmingham City Centre Partnership and the other city centre Bids. CBD brought sporting floral features to the District, including a female weight lifter and a Paralympian 'Bladerunner'. These features added further colour and high quality street attractions to the area. The two installations formed part of a city-wide floral trail linking the District to other city quarters.

CBD COMMUNITY GAMES

CBD held its very own community games event in July, with a day of sports activities provided by England Hockey, British Rowing and Ping! Table Tennis. A total of 23 District based companies, from a range of sectors and industries played against each other in competitive 5-aside 'Rush Hockey' tournaments, which offered team-building and networking opportunities. CBD was joined by David Moorcroft OBE to open the day's activities in what proved to be a highly competitive and fun event for businesses.



MAGNUM SPORT: ICONS AND THE EVERYDAY

Partnering with Library of Birmingham and Magnum Photographs, CBD premiered a specially curated outdoor exhibition focussing on sport contemplating world famous sporting stars as well as the more mundane and communal side of sporting activity. Spread over two sites, Colmore Square and the newly created Church Street Square, the exhibition featured the work of critically acclaimed photographers and attracted national and regional press interest, ranging from photography trade magazines, The Independent on Sunday and local TV news coverage.

**MAGNUM SPORT
ICONS
AND THE EVERYDAY**





SAFE AND WELCOMING

PRESENTING A MORE USER FRIENDLY 'FACE' OF THE DISTRICT TO CLIENTS, STAFF AND VISITORS AND SECURING VISIBLE IMPROVEMENT TO ACTUAL AND PERCEIVED SAFETY ACROSS THE DISTRICT.

WARDENS

CBD's team of street wardens continue to patrol the area, dealing with anti-social behaviour, street operations and also provide a link for businesses to the police and other public agencies in the city. They are also there to give directions or assist members of the public with queries or information requests.

PERSONAL SAFETY TRAINING SESSIONS

CBD held a pilot series of personal safety training sessions for employees in the District. The sessions provided an introduction to personal safety, including the law, crime prevention and how to manage conflict. The training also focussed on verbal communication skills, including how to diffuse aggressive situations, as well as self defence actions. With positive feedback from attendees, further sessions will be held this year.



PURPLE FLAG

CBD helped Birmingham City Centre to retain its Purple Flag status, an award recognising excellence in the city's night-time economy. CBD continues to champion initiatives that promote this industry standard.



CBD Community Games

July 2012
Style Birmingham

EXHIBITION Magnum Sport - Icons and the Everyday

August 2012
Professional
Photographer

Thousands head to food festival in Birmingham's Victoria Square

July 2012
Birminghammail.net

Film bug hits Colmore Business District

February 2012
thebusinessdesk.com/
westmidlands

New square landmark in BID delivery

July 2012
Birmingham Post

Church Street Square to be used for art exhibitions

July 2012
ukwirednews.com

MEDIA COVERAGE

Colmore festival cooks up storm

June 2012
Birmingham Post

Moseley Arts Market moves to Colmore Row for Jubilee celebrations

May 2012
birminghampost.net

CBD's profile and media coverage continues to grow and reach new audiences. CBD's projects have attracted national and international attention, highlighting the District's offer and variety of quality events and initiatives CBD provides to the area. These are highlighted here:

FIGURES TO
31 MARCH 2012



FINANCIAL
SNAPSHOT

	2011/12
INCOME	£'000
Bid Levy	823
TOTAL	823
EXPENDITURE	
CLEANER, GREENER & MORE ATTRACTIVE	345
ACCESSIBLE & CONNECTED	42
BRANDED & PROMOTED	101
SAFE & WELCOMING	85
BUSINESS LED AND MANAGED	160
OVERHEADS	36
TOTAL EXPENDITURE	769
SURPLUS	54
BROUGHT FORWARD	502
SURPLUS CARRIED FORWARD	556



LOOKING TO THE YEAR AHEAD...

SNOW HILL GATEWAY

Following the successful partnership with Birmingham City Council delivering Church Street, CBD is now working on plans, with private sector partners and Birmingham City Council, to facilitate and contribute towards the enhancement of Snow Hill Station Square and the highway in front of this space. With likely delivery over two phases, this transformational scheme could redefine the entrance to this heavily used transport and connectivity space, as well as improve movement functionality and quality of public space in the District.

COLMORE SQUARE

Having successfully secured an additional £17,000 from Birmingham City Centre Partnership to invest in Colmore Square, CBD is working on public realm improvements to install seating, planting and better lighting in the space, to encourage better use of the area by people in the District and deter anti-social behaviour.

MORE COMMUNITY GAMES

Following CBD's Community Games and the positive feedback received from participating businesses further competitive and networking events will be organised for local businesses, to participate in, raising their local profile and providing team-building opportunities.



SNOW HILL INTERCHANGE PLAN

CBD recognises that efficient connectivity and functioning transport is essential to the reputation, experience and competitiveness of the area. Working with Centro and transport experts, CBD will develop a plan which evaluates and sets out policies and projects to improve pedestrian and vehicle movement in the District.

GREAT CHARLES STREET FOOTBRIDGE

CBD is committed to making improvements to the bridge, and continues to work with the City Council and partners to ensure the CBD side of the bridge feels safer and looks better for pedestrians using the crossing point.



CBD TEAM



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