



Roastie Toastie

MARGARET ST

COLMORE BUSINESS DISTRICT

# ANNUAL REPORT

2022



# YOUR DISTRICT,

## FROM **THE CHAIR**



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

As we emerge from the last few years and likely the biggest challenges most of us will ever face, we have taken time to reflect and reconsider our priorities for the final 2 years of this BID term. The way we view our District has changed, but for the better.

The findings of the Future Business District study provided our working groups with tangible goals to ensure the future of both our District and our city is green, enjoyable, connected and above all, equitable.

To cope with the challenges ahead, we needed to strengthen our board with a broader range of experiences so that we might lift our heads and look beyond. It is imperative to drive inclusion of diverse backgrounds and ways of thinking; this District is for all, and we are committed that ideal.

As well as adapting to the new needs of our own audience, we have also solidified our partnerships with the city centre BIDs, Birmingham City Council and the Commonwealth teams in particular.

Two years ago, my introduction spoke of delivery against operational items, but today, these are bolstered by a greater awareness of the socioeconomic impact we can also have, and the whole team are committed to the betterment of this great city.

# YOUR BID



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## ACCESSIBLE & CONNECTED



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

2021 was a year of change for the city's transport system and Colmore BID has been at the heart of it.

With more offices implementing flexible work policies, the roads in and out of the city were quieter as employees spent part of their week working from home. This drop in traffic is certainly a step in the right direction for improving accessibility and air quality, but there's still a long way to go as we encourage those entering the city to look at alternatives to the car. Our aim is to encourage people back to the city in a safe way, while exploring alternative methods of transport to improve quality of life.

In June, Birmingham became the latest city to implement a Clean Air Zone in an effort to further reduce air pollution. Drivers who do not meet the appropriate minimum emissions standards must pay a daily charge to drive in the zone. The BID is in support of the Clean Air Zone and has worked alongside Birmingham City Council to educate those who travel into the area about the changes.

*Our aim is to encourage people back to the city in a safe way, while exploring alternative methods of transport to improve quality of life*

We also provided signposting to available financial support and exemptions for both businesses and those working in the area.

For those looking to swap their four wheels for two, in 2021 we welcomed the launch of the West Midlands Cycle Hire Scheme, which provides people with an opportunity to enjoy cycling in the city centre. More than 300 bikes have been distributed at docking stations





located across the city, including Priory Queensway, Victoria Square and Eden Place, all within Colmore Business District.

It's been fantastic to see so many people making use of the scheme, however we still have a long way to go in improving cycling infrastructure, something Colmore BID will continue to work on in 2022. The Voi e-scooter scheme continues to build momentum across the city and has now been extended to September, meaning it will operate across the Commonwealth Games. Despite a few speed bumps when it initially launched, the scheme has been welcomed in the area and we hope that it will become a more permanent fixture, allowing for greater connectivity between the city's boroughs.

As we begin to approach the Commonwealth Games, one of the biggest sporting events the city has seen, improving wayfinding for the hundreds of thousands visiting the city will be a key project and one we are working on with partners. 2022 is shaping up to be another busy year for us as we continue to improve accessibility and walkability around the District and city and I look forward to seeing these changes come to fruition.

**Paul Fielding**





## COMMUNITY BUILDING



**RICHARD GUY**  
WORKING  
GROUP LEAD,  
COMMUNITY  
BUILDING

As a result of the numerous lockdowns, 2020/21 saw us think about what exactly a community looks like. For many of us in the District, community is about having that physical meeting or connection with like minded individuals. With us being in and out of lockdown throughout most of last year, many communities took on a hybrid form – meaning we did too.

The year started with a number of virtual events as we delivered our popular Wellbeing Fortnight and weekly virtual yoga. In total, more than 70 wellbeing sessions were delivered. Our History Week returned with a brand-new digital magazine and podcast, delving deeper into the rich heritage of the area. But as we moved further into the year, we hit Zoom fatigue with people tired of staring at a computer screen in their kitchen well into the evening. While guidance had shifted to say we could return to the office, the District remained relatively quiet.

In September, there seemed a resurgence in the city and this was reflected in the turn out of our Community Games. After a hiatus in 2020, the games returned bigger and better than ever, with over 50 people registering to participate. No blood was shed, but there was plenty of sweat and tears, albeit happy ones, from the games' new home in the grounds of Birmingham Cathedral. There could be only one winner though, which this year was our own security team.

September saw another first for Colmore BID as we partnered with the Alliance Network and joined tens of

*It was fantastic to see so many people out and enjoying themselves after such a long time*



thousands of the LGBTQ+ community to walk Birmingham Pride. People from across the District joined us on our float and walked behind, proving that we are 'Stronger Together', the theme for this year's event.

With summer behind us and the nights drawing in, our eyes turned towards Christmas. After a virtual light switch on in 2020, this year we were determined to make a splash – and I think we succeeded. On 17 November and as part of the grand opening of our festive market, Christmas in Cathedral Square, we officially switched on over 50 light features in the District, with Colmore BID, Leader of Birmingham City Council Cllr Ian Ward and members of the cast from Birmingham Hippodrome's pantomime, Goldilocks and Three Bears pressing the plunger and lighting up the area. It was fantastic to see so many people out and enjoying themselves after such a long time.

2022 will once again be a different year as people return to the office, hopefully on a more permanent basis. After such a long time, we're bursting with ideas to develop that sense of community in the District, however it is important that this is done in a safe and measured way.

I have enjoyed leading on this work for the community, however the time has come for me to step away from the Working Group. Tim Hall will be chairing the group through 2022 and beyond and I look forward to the packed schedule of events being planned.

**Richard Guy**



**KEY  
STATS  
FROM  
2021**

MORE  
THAN

**50**

PEOPLE  
COMPETING  
IN OUR  
**COMMUNITY  
GAMES**

OVER

**250,000**

PEOPLE ATTENDED  
**CHRISTMAS IN  
CATHEDRAL SQUARE**

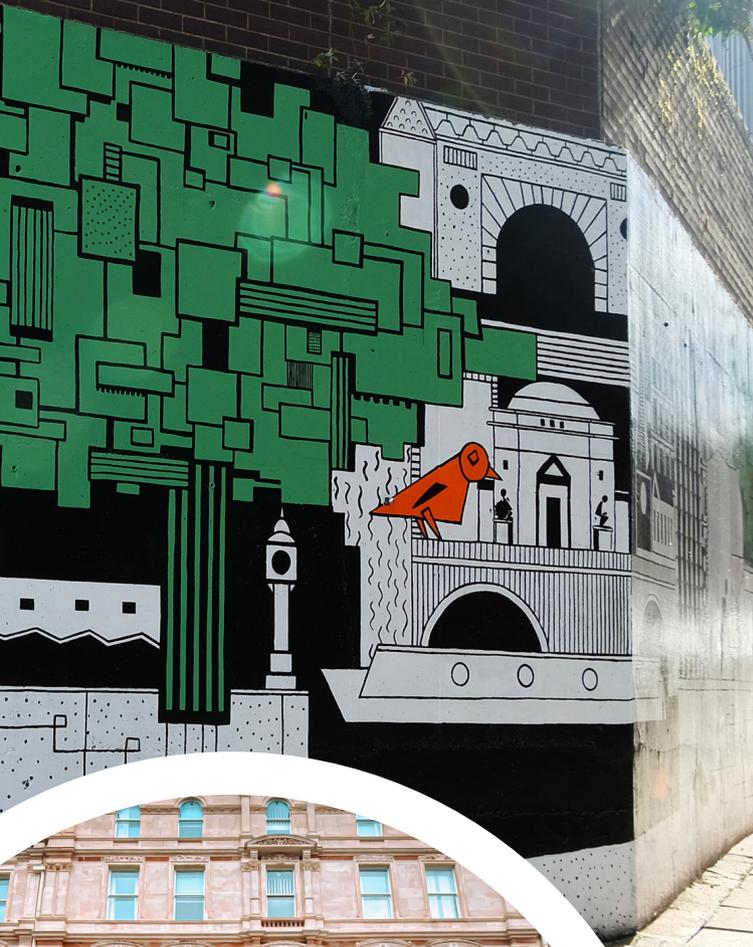
**35**

HOURS OF  
**FREE YOGA  
WORKSHOPS  
DELIVERED**

MORE THAN

**1,000**

**BALLOONS** BLOWN UP  
FOR COLMORE BID'S  
BIRMINGHAM PRIDE FLOAT



## OUTSTANDING PLACES



**MELANIE WILLIAMS**  
WORKING  
GROUP LEAD,  
OUTSTANDING  
PLACES

Colmore Business District has undergone quite the transformation over the past 12 months. With many of us working from home during this time, this transformation may seem to have happened over night, but I can tell you with confidence that these projects have taken the hard work and determination of the BID team and its partners in order for them to be realised. Our parklet scheme, which saw the creation of five new outdoor community spaces in 2020, grew with the addition of a further

*The wonderful thing about cities is how quickly they can evolve*

two on Church Street. These spaces have since been adorned with stunning artwork from several artists, including a former student of Birmingham School of Art. It wasn't just Church Street that had a splash of colour though as our ambition to install a new mural on Livery Street came to fruition. Following a delay on work due to Covid, artists EL Thrush and Anna Davies, also known as the Window Artists completed the 8ft high, 60ft wide mural at the entrance of Livery Street by the junction of Great Charles Queensway, with the theme 'Greening the city'. If you haven't seen this piece I'd highly recommend you take a walk down and explore the work that features various Birmingham landmarks and historical events.

Perhaps the BID's most significant piece of public realm work to be completed in the last 12 months is part of the £10



million Snow Hill Public Realm Programme. Work on Colmore Row East, Livery Street and Cornwall Street has seen the introduction of significantly wider pavements and improved access for pedestrians. The new stonework installed has made the area more visually appealing as we not only aim to make Colmore Business District more attractive to those that work, live and visit here, but also improve safety by re-directing traffic around the city.

Building upon our commitment to creating green spaces in the District, our Green Infrastructure Masterplan, which has been developed in partnership with Retail BID and funded by GBSLEP, launches this year.

The plan demonstrates the benefits of green infrastructure within the city and the significant role it can play in addressing global challenges such as the Covid pandemic, high street decline, climate change and health and wellbeing.

The wonderful thing about cities is how quickly they can evolve. The pandemic has meant this evolution has now become a necessity rather than a 'nice to have'. Many of the programmes we are delivering look to further enhance the District's offering, making it safer for those who frequent the area, while encouraging others to visit or invest. As always, our work continues and I look forward to seeing what Colmore BID has in store for the District next.

**Melanie Williams**

## KEY STATS FROM 2021

**9,000**  
SQ M OF HIGH-QUALITY  
**PUBLIC REALM**  
IMPROVEMENTS

**80**  
LINEAR METRES  
OF **WALL ART**

**ONE** TRANSFORMATIONAL  
**GREENING STRATEGY**



## PLACE MARKETING & HOSPITALITY



### ALEX TROSS

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

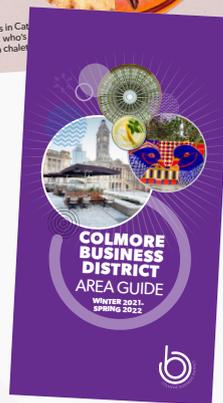
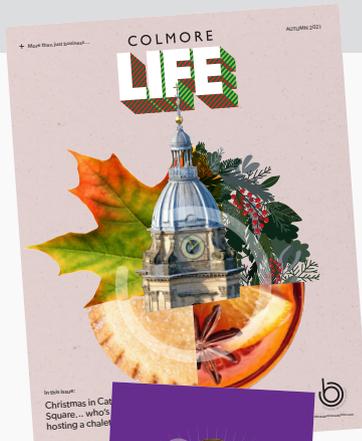
2021 has been another year of uncertainty for our leisure and hospitality businesses, but as always, the industry has come out fighting. This year, we built on the foundations we had laid in 2020, coming together with the sector and key stakeholders to develop an action plan that could support hospitality.

While national Government allocated grants to help businesses weather the difficult times, we lobbied with organisations such as Greater Birmingham Chamber of Commerce and Birmingham City Council to further develop the support offer. A cash injection here and there may pay a few bills, but this is not a sustainable way to operate a business.

With restrictions easing at various points this year, our big task was to encourage people back into the city in a safe and measured way. Working at home certainly has its benefits, but

many had forgotten what the city has to offer, so we reminded them. In the summer we launched the ambitious Summer in the Square, a programme of outdoor events, running from June until August. Seating for 120 people was placed in Victoria Square, significantly increasing the city centre's outdoor seating capacity at a time when space in venues was limited due to Covid restrictions. Stylish beach huts were erected in Victoria Square, allowing some of the city's top venues to sell an assortment of food and drink. A bandstand was also built for live music performances on select weekends. Summer in the Square was well received by both businesses and workers, as it encouraged a sense of community once again, something that you don't get when working from home.

With summer out of the way, our sights were then firmly set on Christmas, which saw another first for us as we launched Christmas in Cathedral Square, in partnership with Birmingham City Council, Birmingham Cathedral and Danter's Attractions. Running 17 November-19 December, the festive market took place in the grounds of Birmingham Cathedral and offered a mixture of craft, gift, food and drink stalls, providing a platform for local businesses, producers and craftspeople to showcase



their goods in the run up to Christmas. We once again welcomed some of the District's top talent, who took over our Christmas chalets to sell their wares. With a helter skelter, bandstand and a two-storey pop-up bar, built specifically for our event, we welcomed

Christmas in with style and saw thousands of people celebrate with us over the festive period.

Colmore Life has continued to profile the District's businesses this year and after going digital in 2020 due to Covid, we released our first print edition in quite some time in December 2021. Filled with inspiring interviews and news from across the area, it was great to see the

magazine popping up in the District. Despite the challenges brought about by Covid, we welcomed a number of fantastic new leisure and hospitality businesses who opened their doors for the first time amid restrictions. With so many new places to explore, we released our new Area Guide, allowing you to explore new venues and rediscover old favourites.

While restrictions have begun to ease and it seems there might be a light at the end of the tunnel, we still have a long way to go to restoring full life in the city. However, I remain positive for the future and look forward to the opportunities 2022 holds for us.

**Alex Tross**

**KEY  
STATS  
FROM  
2021**

OVER  
**100**  
HOURS OF  
**LIVE MUSIC FOR  
OUTDOOR EVENTS**



**88**  
PAGES OF FEATURES  
FOR **COLMORE LIFE**  
MAGAZINE

**120**  
**OUTDOOR SEATS**  
TO SUPPORT THE  
**LEISURE & HOSPITALITY  
INDUSTRY**



## SAFE & SOUND



**MIKE BEST**  
WORKING  
GROUP LEAD,  
SAFE & SOUND

While there has been much uncertainty in our cities about when work life might return to normal, whatever that may be, our Street Operations Team has remained a constant in the District, not only ensuring that business premises and the people that work in them remain safe, but also that the vulnerable homeless community within the area get the support they need. With many offices remaining closed due to lockdown restrictions, the team have continued to check premises, notifying the appropriate contacts should there be an issue. Patrols with partners, such as West Midlands Police and our neighbours at Retail BID have been key to improving safety in the city centre and has led to us supporting initiatives such as helping to develop Birmingham City Council's Public Space Protection Order to tackle anti-social behaviour. Educating businesses on



### KEY STATS FROM 2021

**1,040**  
ADDITIONAL  
CLEANING HOURS

**ANTI-SOCIAL  
BEHAVIOUR  
INTERVENTIONS**

**259**  
drugs/alcohol

**2,080**  
MILES WALKED EACH  
YEAR BY EACH OFFICER

**896** **120**  
begging graffiti

**114** **83**  
rough sleepers aggression

safety has been a key activity for 2021. This year saw the roll out of the Ask For Angela initiative, which saw licensed venues briefed on the risks associated with the unwanted sexual harassment of women. Participating venues received a briefing and resource packs, including posters for them to distribute and details on how to train staff on such situations. While it is disheartening that schemes such as these are needed, we're pleased with the positive feedback from venues who are working with us to ensure we create a safer environment for all.

2021 also saw the installation of a new bleed kit on Colmore Row. Colmore BID worked alongside partners at West Midlands Police, Birmingham Cathedral and the Daniel Baird Foundation to install a potentially lifesaving Bleed Kit on the railings of Birmingham Cathedral. The kits contain dressings and materials designed by the military for use in warzones. It can take 8-10 minutes for emergency services to arrive at an incident, however it takes only 3 minutes to lose a life from catastrophic blood loss.

Educating and informing has always been a role of the BID. The

Safer Colmore area on our website has become a hub of information for businesses and individuals, covering topics such as cyber security, staying safe at night and how to protect your businesses from disgruntled



employees. These pages will continue to grow and are free to access for all.

Our Street Operations Team underwent Action Counters Terrorism (ACT) awareness training, allowing them to promote better security arrangements and identify any vulnerabilities that require further follow up from one of our specialist partners, As part of this, Levy Payers have been granted free access to the ACT app, which provides the latest counter terrorism information and threat status, as well as training resources and a direct reporting mechanism to report anything considered suspicious.

In addition to the ACT app, members have also participated in Colmore Security Network awareness sessions for both ACT and other related security awareness training. In 2020 we have conducted sessions with trainers from the West Midlands Counter Terrorism Unit. We will continue to deliver programmes such as this into 2022 and beyond and I look forward to seeing more businesses in attendance as people return to the office environment.

*The Safer Colmore area on our website has become a hub of information for businesses*

**Mike Best**

## BUSINESS MATTERS



### NICOLA FLEET-MILNE

CHAIR OF  
COLMORE BID  
AND WORKING  
GROUP LEAD,  
BUSINESS  
MATTERS

As we entered the second half of our third term, the Business Matters Working Group once again continued to re-assess the Governance of the organisation, ensuring that in these changing times it is representative of the businesses that call the District home. Working with independent consultants, the BID has outlined a plan to improve representation within our Working Groups and Board of Directors. This activity is vital to the future of the BID and will ensure that we continue to deliver on the needs and wants of our levy payers.

The changes required won't happen overnight as it is important that we do not rush into making decisions, however the principles will remain at the core

of the organisation and all future changes.

This year we were delighted to welcome four new Board Directors into the fold; Rosie Ginday, Tim Hall, Victoria Osgood and Kate

Bailey, each of whom has brought a unique set of skills into the

organisation. We also saw a raft of new members join our Working Groups, both from businesses inside the District but also from key stakeholders within the city.

2022 is set to be a busy year for the BID and I look forward to seeing new partnerships formed and new projects delivered with the help and support of a strengthened Board and growing Working Groups.

**Nicola Fleet-Milne**

*The BID has outlined a plan to improve representation within our Working Groups*



## COLMORE BID BUDGET

Financial Report 01/04/21 - 31/03/22



<b>Income</b>	<b>£'000</b>
Bid Levy	1,112
Other	137
Total Income	1,249
<b>Expenditure</b>	<b>£'000</b>
Outstanding Places	279
Accessible & Connected	-
Place Marketing	146
Safe & Sound	171
Business Matters	260
Leisure & Hospitality	30
Community Building	24
Support Services	332
Total Expenditure	1,242
<b>Surplus for the year</b>	<b>7</b>
<b>Reserves Carried Forward</b>	<b>618</b>

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



COLMORE  
BUSINESS DISTRICT  
**ANNUAL  
REPORT**  
2022

## KEEP UP TO DATE

### SIGN UP FOR COLMORE LIFE

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

### SOCIAL MEDIA

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

**Twitter:** ColmoreBID

**Instagram:** ColmoreBID

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



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