



COLMORE BID

**BID4**

2024-2029

CONSULTATION  
DOCUMENT



# BID4: 2024-2029



**The award-winning Colmore BID was established in 2009**

to create a thriving, nationally-recognised business community around the Colmore Row area of Birmingham city centre. We've been doing just that since 2009, delivering new projects, exciting events for workers and visitors and improving our services for our businesses.



**Colmore Business District is now**

established as the commercial heart of Birmingham, with more than 600 companies employing around 40,000 people and occupying over 5 million square feet of office space.



**In October 2023 we will be asking**

businesses to Vote Yes for our fourth five-year term. As part of our commitment to our members, we are building our business plan for 2024-2029 and you will receive a copy in June.



**You're reading a snapshot of Colmore**

BID's achievements since 2009 and our ambitions for 2024 onwards. As one of the UK's top Business Improvement Districts (BID), we will be continuing our current work and adding new, ambitious projects to enhance the District.

## For BID4 we will:

### CREATE A GREENER, MORE ATTRACTIVE BUSINESS DISTRICT

- Seek funding of well over £10m for new greening projects across the District, through funding from the Greater Birmingham & Solihull Local Enterprise Partnership. Match funding from Colmore BID will amount to 10% of the total funding over two BID terms to further enhance our far-reaching plans for a greener, more attractive District as we chart a course for NET Zero.
- Develop a new programme of art, culture and public space exhibitions to brighten the District and tell the story of its rich heritage and vibrant arts.
- Work with Birmingham City Council on various public realm interventions and shared space improvements to enhance the café culture environment.

### CREATE A MORE SUSTAINABLE DISTRICT

- Work with Birmingham City Council on the management of freight and delivery vehicles entering Colmore Business District and to develop long-term solutions.
- Partner with local cycling and walking organisations to produce media campaigns aimed at:
  - Improving driver behaviour
  - Mainstreaming cycling as a transport mode choice and building on the growth of walking as a commuter mode
  - Transformational potential of cycling from the view point of the individual and as a city.
- Promote the use of public transport balancing the competing demands of people-friendly, greener public realm and efficient access to the public transport network.
- Lobby organisations on transport issues, which will be underpinned by public experience, the journey to Net Zero, climate change findings, well-being and how efficient it is to get to the District.

### DEVELOP A CREATIVE AND CULTURAL DISTRICT

- Work with Birmingham City Council and the new City Curator to develop an exciting new arts and culture strategy to support the creative organisations in our community and attract visitors to the District.
- Launch the District's first ever Festival of Business with workshops, speaker events and insights to showcase our area as one of the UK's leading economic destinations for business growth, entrepreneurship and staff wellbeing.

# CONSULTATION

## Since 2019 we have:

- ★ Leveraged £7.6m from an investment of £1.4m in the District's public realm; an ROI of over 500%.
- ★ Held over 170 events; an average of 43 each year, despite the pandemic restrictions.
- ★ Tackled over 5,000 incidents of anti-social behaviour.
- ★ Promoted levy-paying businesses over 1,421 times with a PR value of over £0.25m; that's an average of 355 free marketing opportunities a year.
- ★ Conducted a deep clean of over 450,000 square metres of streets in the District, equivalent to more than 60 football pitches.
- ★ Interacted with staff in the District over 9,000 times making sure people were able to report issues and concerns and making sure they were kept up to date with activity taking place in the District.
- ★ Adorned the streets with floral features and Christmas decorations each year, increasing the number year on year.
- ★ Increased our social media profile by over 6,000 followers to over 17,400 followers, produced new editions of Colmore Life magazine showcasing newly-arrived businesses and business leaders, including online versions during the pandemic.
- ★ Printed 11 guides for staff and businesses, including our regularly updated guide to the District and raised the profile of the District locally and nationally.

## PROMOTE AN ENJOYABLE DISTRICT

- Develop a new Leisure & Hospitality strategy for our District and work with West Midlands Growth Company, the City Council and West Midlands Combined Authority to maximise opportunities within our growing, popular bar, restaurant and leisure sector.
- Work with city centre BIDs and Birmingham City Council to employ a new night-time economy co-ordinator who will collaborate with the city's new City Curator. Combined, the two roles will ensure the District is a great place to visit all hours of the day.
- Deliver great food and drink events, such as the return of the ever-popular Colmore Food Festival, Christmas in Cathedral Square, other pop-up markets and develop links with UKHospitality – the voice of the sector.

## DEVELOP A SAFE AND SECURE BUSINESS DISTRICT

- Update the Colmore BID security patrol team rotas to work later into the evening and support our growing night-time economy.
- Continue our popular safety classes, and develop our Women's Safety Group through events, and guidance.
- Launch a new resilience alert system to immediately share critical information with our businesses about emergencies, public disorder and other safety matters.
- Support a new contactless giving scheme to benefit the charities and life-changing organisations we work with.

## BUILD AND GROW OUR BUSINESS COMMUNITY

- Develop our Welcome to Birmingham programme after a successful trial in the autumn of 2022.
- Expand our calendar of popular events and social activities such as Community Games.
- Continue our charity support and find new ways to make life and work in the District an aspirational reality. An example of this is our work with the Ladywood Project, which supports communities neighbouring the Business District.

## COLLABORATE, TAKE A LEAD AND FIND OPPORTUNITIES

- Improve collaboration and partnership working with our neighbouring BIDs, the City Council, West Midlands Combined Authority and all organisations working to create a better Birmingham.
- Take a leading position on the City Centre Strategic Partnership.
- Further develop our Future Business District research programme which was the first of its kind across the UK.
- Continue to seek opportunities for external funding to boost the BID's impact and a greater return on investment through the levy
- Help to nurture our business leaders of the future with new events, recognition and guidance through workshops, mentoring and placements.



## BID4 ballot: Key dates

**UNTIL  
MARCH 2023**

**Consultation  
with levy paying  
businesses**

**22 JUNE  
2023**

**Launch of the BID4  
Business Plan**

*Save the date!*

**28 SEPTEMBER  
2023**

**Ballot starts**

*Please look out for  
your ballot paper!*

**26 OCTOBER  
2023**

**Voting closes**

*Make sure you  
have your say!*

**30 OCTOBER  
2023**

**Ballot result  
announced**

## What happens next

Between now and March 2023, Colmore Business District will be contacting levy payers and hosting a number of informal workshops; this is your chance to refine the ideas presented in this booklet and contribute to our business plan.

If you would like to participate, have any questions about what you've read, or about the Business Improvement District's renewal process, please contact

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