Focus on the future
Welcome to Colmore BID’s 2017 Annual Report. By this time next year we will be approaching our renewal ballot for BID 3, focusing on the future of Colmore Business District.

It is crucial, therefore, for us to reflect on, and share with you, the work we have done in the last 12 months, from July 2016 - July 2017. As ever, this report provides a brief overview of our activities during this period.

Our award-winning BID is involved in a wide range of projects, but a few stand out for me. Our Colmore Food Festival continues to go from strength to strength, and from it, a new project, Birmingham Flavour Fortnight, has just made its first appearance. Our hard work carrying out the preparatory stages of our transformational work around Snow Hill is nearing completion and spades will be in the ground in 2018.

We continue to work with partners to improve the city’s response to homelessness and have set ourselves an ambitious fundraising target for this year to help make a real difference for our nominated homeless charity, Sifa Fireside, and the people that they help every day.

We are also looking forward; work on our business plan for BID 3 is already underway. Businesses will hear more about our proposals in the coming months, but we’ll also want to hear from you about what you would like to see from BID 3. The last page of this report tells you how to keep up to date so that you don’t miss a thing in our final year of BID 2.

Gary Cardin
Outstanding Places
Caring for the physical aspects of Colmore BID by delivering, influencing and partnering on public realm projects to make Colmore BID an outstanding place made up of outstanding places.

Colmore BID has been shortlisting the ‘Tranche 2’ element of the Snow Hill public realm projects based on consultation across the District and the willingness of adjacent landlords to get involved. We will continue to work with our partners on delivering this transformative £10m compendium of projects to the end of BID 2 and beyond, with a positive renewal ballot in 2018 permitting.

With bee populations falling, Colmore BID has been busy making life easier for our black-and-yellow friends. We started by installing a bee garden on the roof of 2 Colmore Square, and followed that up with the installation of ‘bee hotels’ and bee-friendly planting in Church Street Square.

As the final piece of the design of Colmore Square, we are planning an installation that will exemplify the photography activity in Birmingham, building on the Colmore BID legacy of street art. The team is exploring the optimum solution with a focus on digital display.
Accessible & Connected
Caring for the experience of moving around Colmore BID. Influencing and partnering on policy and projects to make the District navigable for people with differing mobility.

We were lent the Danish-built Tripl electric trike, a new form of last-mile delivery zero emission vehicle in time to show it off at the Colmore Food Festival in 2016. It drew lots of interest, enabling us to discuss last-mile delivery with a wide range of people.

Following these informal discussions, we conducted a survey with local businesses. The results showed that whilst we could get a sense of the problem, businesses were often unaware of how many individual parcels are delivered during the working day. This has confirmed to us the need for a pilot project trialling a radical approach to freight consolidation and last-mile delivery.

Colmore BID became the second Green Travel District (GTD) in Birmingham. GTD’s enable investment focused on public transport, walking, cycling, and encouraging people to use cars less. The GTD is looking at baselining pollution data for Colmore Row and environs, prior to the delivery of the Snow Hill public realm improvement projects.
Safe & Sound
Caring for the experience of being in Colmore BID and feeling safe and secure day and night.

In response to an increasing demand, we now have two full-time Security Officers to help businesses tackle anti-social behaviour. They work closely with support agencies and West Midlands Police to achieve positive outcomes in these cases.

Our Ambassadors continue to act as our eyes and ears. This year, they have reported over 280 issues relating to the built environment, including over 120 incidents of severely damaged paving. They have also reported nearly 1,500 incidents of littering, and have welcomed nearly 9,000 people to the District.

Colmore BID has continued to act as an influencer in the city to improve the response to homelessness. We have been instrumental in setting up a cross-city group to produce a strategic approach to tackling this issue. In May 2017 we signed up to the Metro Mayor’s regional taskforce on homelessness.

2017 also saw the return of our popular Personal Safety Training Sessions; a free two hour session designed to get people thinking about how they can keep themselves safe in the city.
Business Matters
Shaping and articulating the strategic voice for Colmore BID across the city to make sure that the collective message of all businesses is received in appropriate loci of influence.

Over the last 12 months, Colmore BID has focused on finalising the design for Snow Hill Square. Colmore BID Directors have also been negotiating with various stakeholder and landowners about other potential public realm projects. This process has been a delicate and complex one, but we are confident that being diligent will deliver a much-improved gateway to Colmore Business District, as well as making a first contribution to reducing traffic on Colmore Row with the road environment changes that accompany the project.

As we move ever closer to our renewal ballot in 2018 for BID 3, we have commenced our planning work for this important time in our BID term. We are starting to engage with businesses about what they would like to see the BID deliver in the next five years from 2019 - 2024.
Place Marketing
Caring for the Colmore BID brand and partnering and delivering projects that promote the brand (internally and outwardly) and contribute to the vibrancy of ‘Colmore Life’ for those who work, live and play here.

The Colmore Food Festival is free to enter, has free entertainment and caps the price of food dishes at £4. In addition, only businesses in the District take part. For the last three years the event has attracted over 30,000 visitors, making it Birmingham’s premier food event in the city.

Colmore BID supported the Birmingham and Solihull Jazz and Blues Festival in July 2016, hosting daily outdoor lunchtime performances.

We continued to partner with venues in the District, showing a great line-up of films, including Casablanca at Opus, Grand Budapest Hotel at Hotel du Vin, Alice in Wonderland at The Jekyll & Hyde, Sweeney Todd at The Old Joint Stock and A Muppet’s Christmas Carol and The Hobbit at BMAG.

We didn’t hesitate when photography historian Pete James approached us about investing in Thresholds, a VR reconstruction of a ground-breaking exhibition of very early photography in Birmingham from 1839 – just months after photography was invented. Hosted at BMAG, Thresholds offered the participants an immersive 15 minute experience.
Caring for Colmore BID’s community of employees and business owners and adding a dimension to ‘Colmore Life’. Offering the opportunity to connect with networks for business and professional development as well as outlets for corporate and individual social responsibility.

**Fund Raising**

Last year we raised £8,200 for our nominated charity, Sifa Fireside. Colmore BID has committed to raising £10,000 this year to celebrate Sifa Fireside’s ten year anniversary through a variety of activities including a sponsored walk around the cathedral and taking part in the Velo Birmingham cycle ride.

**Networking & Community**

We continue to organise great ‘Colmore Social’ events throughout the year. These are informal networking events where colleagues from the District get together in some of our fantastic hospitality venues.

**Team Building**

Our Community Games is a popular team event. This year we teamed up with Sport Birmingham for an afternoon of activities including touch rugby, golf, archery and badminton; entry fees raised £840. Our workplace choir, Colmore Chorus, continues to be popular, performing at the Colmore Food Festival and various Christmas events.

**Health & Wellbeing**

In January we launched a second wellbeing series, showcasing various activities including stress management, walking tours and art classes. We also have regular running groups and yoga classes.
A Business-led BID

Our Board of Directors and co-opted members of our working groups represent the full range of business sectors and key stakeholders. We are very grateful for their time and expertise in offering direction and contributing to the BID’s success.

*Appointment ended during 2016/17

Evaluation

The BID is always evaluating its work, monitoring performance against the Business Plan and continually striving to exceed expectations. Each year, independent research at the Colmore Food Festival secures visitor feedback to influence future direction and delivery of our flagship event. The team routinely conduct surveys at free workshops and information sessions to monitor their impact. In 2017, we reported back some of the key findings from our Mid-Term Review in the Spring edition of Colmore Life.
We’re very lucky to have some fantastic working group champions and co-opted members of the business community who work hard to support the BID team across each of our six key themes. The working groups meet monthly with the BID team to review activities and plan new projects to advance implementation of the business plan.

**Accessible & Connected**
- Paul Fielding Brewin Dolphin (Working Group Champion)
- Kevin Cummins Birmingham City Council
- Tony Green Hortons’ Estate
- Helen Jenkins Birmingham City Council
- Mel Jones Birmingham City Council
- Danny Lamb Royal Haskoning DHV
- Sandeep Shingadia Transport for West Midlands
- Shivaji Shiva Anthony Collins
- Gavin Stewart Integrated Transport Planning
- Emily Walsh Systra

**Outstanding Places**
- Tony Elvin Hotel du Vin (Working Group Champion)
- Megan Bestwick Turner and Townsend
- Richard Guy Simkiss Guy
- Phil Innes Loki Wine
- Gurinder Kenth BMAG
- Mark Lever Systra
- Nigel Mason RLB
- Dan Smyth BDP
- Alex Tross Lambert Smith Hampton
- Melanie Williams DWF

**Community Building**
- Chris Pole KPMG (Working Group Champion)
- Marcia Burd Barclays
- Jennie Dale FleetMilne Property
- Lucie Jones Core Marketing
- Arabella Love CBRE
- Alex Nicolson-Evans BMAG
- Beth Sadler Aston Business School
- Michelle Smith Barclays

**Place Marketing**
- Mike Best Turley (Working Group Champion)
- Joe Alexander Media Com
- Beth Davies At One Day Spa
- Amardeep Gill Trowers and Hamlin
- Louisa Grocott Core Marketing
- Tara Tomes East Village PR
- James Robert Great Western Arcade

**Business Matters**
- Nicola Fleet-Milne FleetMilne Property (Working Group Champion)
- Mike Best Turley
- Gary Cardin CBRE
- Rob Valentine Bruntwood
- Melanie Williams DWF

**Safe & Sound**
- Alan Bain Systra (Working Group Champion)
- Stephen Brooker Birmingham Cathedral
- Alex Foyle Simkiss Guy
- David Roberts The Colmore Club
- Sarah Skurr Workman FM
- Sergeant Sean Stanley West Midlands Police
- Marc Stone Energy Systems Catapult
### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>£’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>BID Levy</td>
<td>925</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
<tr>
<td>Total Income</td>
<td>927</td>
</tr>
</tbody>
</table>

### Expenditure

<table>
<thead>
<tr>
<th>Description</th>
<th>£’000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstanding Places</td>
<td>195</td>
</tr>
<tr>
<td>Accessible &amp; Connected</td>
<td>10</td>
</tr>
<tr>
<td>Place Marketing</td>
<td>180</td>
</tr>
<tr>
<td>Safe and Sound</td>
<td>107</td>
</tr>
<tr>
<td>Business Matters</td>
<td>14</td>
</tr>
<tr>
<td>Community Building</td>
<td>63</td>
</tr>
<tr>
<td>BID Management</td>
<td>91</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>660</td>
</tr>
</tbody>
</table>

### Brought Forward

- **871**

### Reserves Carried Forward*

- **1138**

---

*The reserves carried forward includes £959,000 allocated to the Local Growth Fund and £51,000 allocated towards Capital Projects*
Six ways to
Keep up-to-date

Keep an eye on our website
Check colmorebusinessdistrict.com regularly for the latest events, news and blogs from the Colmore BID Team. Here you can browse all of our projects and keep up to date with our latest proposals for BID 3.

Sign up for Bitesize
Our weekly e-newsletter is packed with topical business news from the District. Contact the BID office to sign up: get the latest on all of our events and activities and keep up to date with our BID 3 proposals.

Chat to an Ambassador
Say hello to our friendly ambassadors as they patrol the District. They will also try to visit all of our Levy Payers over the next year.

Pick up a copy of Colmore Life
Colmore BID’s magazine features news about the area and our projects, as well as interviews with, and news from the District’s businesses. We publish three seasonal editions and distribute 6,000 copies around the District and key hubs like Snow Hill Station.

Social Media
Facebook
Colmorebusinessdistrict
ColmoreFoodFestival
Twitter + Instagram
ColmoreBID

Come to one of our events
We always have a varied calendar of events. Check the events section of colmorebusinessdistrict.com for all of the details, and put the dates in your diary.