# WESTSIDE BUSINESS IMPROVEMENT DISTRICT BUSINESS PLAN

## 2025-2030

WESTSIDE
BUSINESS IMPROVEMENT DISTRICT







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## CHAIR'S **MESSAGE**

### You asked for positive change, and we delivered!

Over the past five years, the Westside Business Improvement District (BID) has significantly improved our area, making it cleaner, safer, and more welcoming. This success is the result of the team's collective efforts and the unwavering support from local businesses.

Our five priorities keep us focused on the most important areas for our Businesses, these being **"Safe & Secure"**, **"Engaged & Connected"**, **"Clean & Green"**, **"Network & Voice"** and **"Culture & Vibrancy"**.

The investments being made, and those currently underway, highlight the progress we've achieved together through the BID. These developments directly reflect our shared commitment to improving the Westside District.

**Engagement and collaboration across city centre BIDs emerged as one of the key topics raised by members during our ballot consultation. To this end Westside BID is aiming to build on existing collaborations and partnerships by forging closer links with our neighbouring BIDs. This will not only enable us to collaborate on larger scale events and showcase the whole of the centre of Birmingham presenting a stronger collective business voice to local, regional and national stakeholders but also realise economies of scale and maximise your investment in Westside.**

A shining example of this collaboration is the sponsorship of Birmingham's first Light Festival, by all five city centre BIDs, which attracted nearly 64,000 visitors, showcased the city in a new light, and boosted footfall in the district.

On behalf of the BID team, thank you for reviewing this prospectus and for your ongoing support. We hope you will continue to back us with your 'YES' vote, ensuring we can continue our vital work for a cleaner, safer, and more vibrant Westside.

**Brian Hughes,**
Chair, Westside BID



"You asked for **positive change**, and we delivered!"

**Collaboration is a key focus of the BID, and we are committed to partnering with neighbouring BIDs**

# What is a **Business Improvement District?**

A Business Improvement District (BID) is a non-for-profit organisation operating in a designated area where a levy is applied to all eligible business ratepayers, in addition to the standard business rates. The funds raised through this levy are allocated to projects to benefit businesses, increase footfall and promote the local area.

These improvements may encompass, but are not limited to, enhanced safety and security, cleaning services, environmental initiatives and marketing support.

WESTSIDE
BUSINESS IMPROVEMENT DISTRICT

Westside Business Improvement District (BID) is Birmingham's central hub for entertainment as well as being one of the city's main business, conference and concert areas. There are more than 15,000 people employed in over 300 businesses and organisations throughout Westside.

First established in 2005, Westside BID has been constantly working for nearly 20 years to help create a more attractive, better marketed, brighter, safer and cleaner business environment. Originally called Broad Street BID, the organisation covers Birmingham's famous 'golden mile' of pubs, nightclubs, restaurants and leisure venues. The name change to Westside BID in 2015 better reflects the diversity that we see today as major corporate businesses join the area.






## OUR MEMBERS

The Westside BID area stretches from Centenary Square up to Five Ways, and from Brindleyplace along the canal to Gas Street Basin.

While nightlife entertainment is a huge focus for the BID, the area also includes several major hotels, the city's main Repertory Theatre, the impressive Library of Birmingham and the International Convention Centre, as well as Symphony Hall and the Utilita Arena concert venue.

Westside also hosts major offices, including the UK headquarters of HSBC Bank, HMRC, DWP, VOA, Deutsche Bank and The Exchange, the University of Birmingham's public venue based in the historic old municipal bank in Centenary Square.

## HOW DOES A BID OPERATE?

A BID is governed by a board of representatives from businesses within the BID area, who provide direction and set organisational priorities. The board ensures that all projects align with the needs of the businesses and stay within budget.

The BID team is responsible for the delivery and execution of these projects, working collaboratively, with stakeholders such as the local authority, the Police and other BIDs to deliver projects on time and gain the maximum value for money.



# WESTSIDE BID BOARD OF **DIRECTORS**



**ALLAN BOYLE**
General Manager,
NEC Group



**AMY LANGHAM**
Cluster General Manager, National Sea Life Centre and Legoland Discovery Centre



**BRIAN HUGHES**
Chair of Westside BID and Chair of the City Centre Neighbourhood Forum



**NAOMI EDWARDS**
Group Marketing Manager,
Lulu Wild and Siamais



**RAI SINGH**
Restaurant Owner,
Pushkar Cocktail Bar and Dining



**CLLR SIR ALBERT BORE**
Birmingham City Council



**CLLR JAYNE FRANCIS**
Birmingham City Council

WESTSIDE BID

# Safe&Secure

Westside BID keeps crime and anti-social behaviour as low as possible by providing a professional, high-profile warden service, working closely with the Police and other key stakeholders. Our Wardens constantly patrol the area in high visibility uniforms, providing reassurance and assistance to visitors, businesses and workers.

- **Patrols.** More than 12,500 hours of patrols a year, Monday to Sunday, reducing crime and the fear of crime, and providing help and advice to visitors.
- **Liaison.** Working closely with West Midlands Police and keeping everyone in touch via 24/7 radio links and WhatsApp groups with Westside venues.
- **Planning**. Assisting with police and security planning meetings ahead of Friday and Saturday nights on Broad Street.
- **Training.** Working with West Midlands Ambulance Service to learn how to use the BIDs new defibrillator machine to assist anyone in cardiac arrest.
- **Investing.** Provided multiple bleed kits across Westside and supported their introduction to Businesses.
- **Pastoral.** Providing a range of services to homeless and street communities.
- **Friendly faces**. The Wardens are often the first faces that people see when they come to visit businesses in the area. They are on hand to react to the daily needs of the district.














More than **12,500 hours** of patrols a year

The Wardens are often the **first faces that people see**

**During a Warden's Day to day duties, sometimes there are incidents that have led to outstanding examples of bravery and an opportunity to show their ability to react quickly in a challenging and sometimes dangerous situation.**

We are proud to share three examples with you here where our Wardens have gone above and beyond:

A Westside Warden received an award from the Royal Humane Society for his assistance during a stabbing incident (2023).

A Westside Warden assisted West Midlands Police in rescuing a member of the public who fell into the Canal (2023).

A Westside Warden was awarded with a 'Chief Constable's commendation' award from West Midlands Police after his swift action led to the arrest of an armed gunman on Broad Street (2020).

# Engaged&Connected

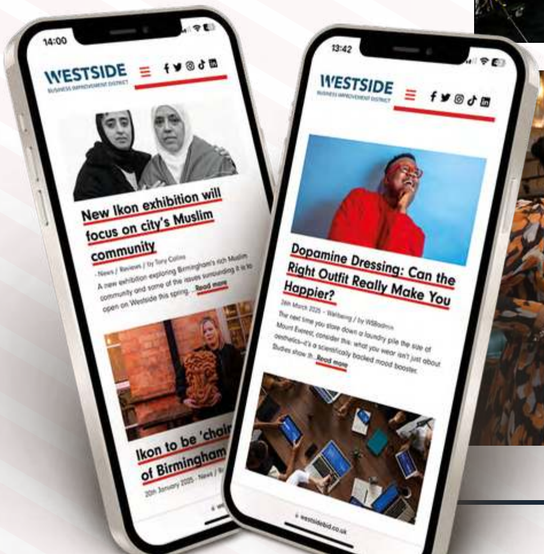
Westside BID is focussed on promoting and marketing our area using a variety of channels, making it a thriving and successful area to live, work and do business in.

- **Regular news and social media**. A frequent mix of reports, pictures and videos cover events, openings, celebrations and success stories.
- **Regular.** The number of stories published on our website each month has massively increased over recent years, now often exceeding 40 a month.
- **External media.** Many stories are then sent out as press releases, resulting in impressive coverage by local, national and often international newspapers, websites, radio and TV.
- **Newsletters.** A summary of our stories is then sent out to businesses and partner organisations in the weekly newsletter.
- **Coverage and analysis.** In April 2024 we had 54 items of external coverage, receiving an estimated 4.73 million views.
- **Updates and offers.** We publicise all urgent travel, highways and safety updates that impact the area, plus news about any other major issues, events and seasonal campaigns.
- **Free job adverts.** We offer all Westside businesses and organisations free job adverts on our website and social media.
- **Marketing Committee.** Westside BID has an active marketing committee, comprising marketers from across the district. This group host regular meetings, providing updates on available media opportunities, and serving as a unified voice to collaboratively shape and enhance the district's profile.
- **Business Liaison.** We hold regular meetings with businesses, letting them know how we can help and support them, our Business Liaison Manager is proactive in the district gathering feedback to shape future ideas and projects.
- **New TV studio**. Westside BID has created a brand-new state of the art studio which can be used to make videos and podcasts. We are also offering the studio to BID members for filming projects, e.g. to produce their own adverts. While this scheme is in its early stages, we aim to fully develop it for the benefit of members during our next term. This initiative aims to strengthen our community's presence and visibility in the broader market.

**State of the art** studio










In April 24 we had **54 items of external coverage**











**Over 800** hours of cleaning per year

# Clean&Green

Making a first impression is always important so it's vital that we maintain the district and keep it as clean as possible, in addition to services carried out by the local authority. We also believe that it is our job to encourage active travel and the use of public transport to move in around and out of the area.

- **Warden team.** Our existing warden team carry out a dual role, not only keeping us safe and secure but also caring for the environment around us seven days a week.
- **Green machine.** We have invested in a battery-powered Eco City Picker green machine to enhance our ability to respond swiftly and maintain a clean, clear district.
- **Street cleaning.** The investment in street cleaning has led to significant rubbish being removed every year, in addition to the scheduled street cleaning carried out by the city council. Our wardens dedicate 16 hours each week to maintaining cleanliness across the area.
- **Freshening up.** Our environmental wardens undertake additional removal of rubbish from overlooked often hidden areas at the request of our levy payers
- **Graffiti patrols.** We are regularly out and about spotting and removing ugly graffiti and illegal stickers with specialist equipment.
- **Chewing gum removal.** We have invested in intensive cleaning equipment to remove unsightly chewing gum from the streets.
- **Reporting faults.** Our wardens also spot and report to the local authority any problems in the public realm, such as lighting faults or pavement damage.
- **Litter picks.** We organise and fund regular litter picks with local partners and residents.
- **Flowers.** We provide floral decorations, with our latest planting boxes outside the newly renovated Novotel on Broad Street and Sheepcote Street.
- **Electric powered buggy.** An electric powered vehicle is used to patrol the area and support pastoral duties, allowing the Warden team to remove rubbish and abandoned items left by the street community.
- **Green travel.** Westside BID has encouraged green travel in and around the city centre by promoting the various transportation options available.

FIVE **PRIORITIES**

# Network&Voice

The Westside Business Improvement District (BID) is the voice of business in the area, representing over 400 businesses within our community. As a cornerstone of the local business sector, we are committed to ensuring that the voices of our members are heard, by connecting business to business and business to stakeholders to deliver results effectively. Through these efforts, we continue to play a vital role in supporting business growth and maintaining a thriving local economy.

- **Tram installation:** Addressing concerns related to the disruption caused during the Tram works and the impact to accessing businesses and the wider district during the installation.
- **Traffic management:** Collaborating with the local authority and key stakeholders on traffic management issues. Working specifically with Midland Metro Alliance to adapt their plans to better suit business needs, as they remained open throughout this time.
- **Global pandemic:** Representing businesses' interests during the COVID-19 pandemic and supporting them through a city-wide campaign to drive footfall and promote recovery.
- **Financial:** Signposting businesses' to the schemes and grants as they became available, after the regular Government updates throughout the COVID months.
- **Networking:** Networking events held to connect Levy Payers and forge good business to business links within the district as well as creating a camaraderie and community feel for the Westside Businesses.
- **Connection:** Many one-to-one examples of connecting Levy Payers with the correct Stakeholder to help solve an issue or connect with another Business to maximise events, sales or footfall.
- **Representing:** The BID team attend many regular and one-off meetings with the Local Authority, Police and other Stakeholders to represent the needs of the BID area within the City Centre. We have always been a strong voice representing the nighttime economy with those championing this, bringing real examples and the views of levy payers to help influence this agenda.
- **Collaborating:** Alongside our Stakeholders we have worked with the other Business Improvement Districts to ensure our visitors to the city have the best experience possible. We work tirelessly to ensure we pool our strengths and skills to ensure that BID boundaries are invisible to visitors enjoying the many projects and events being delivered.













# Culture & Vibrancy

Westside BID has invested in a wide range of arts related projects and events across the district, in keeping with the many significant culture and heritage sites as a consequence attracting many visitors to our area.

- **Walk of Stars.** Westside BID's popular Walk of Stars has brought a touch of Hollywood-style glitz and glamour to the city's key entertainment district. A Walk of Stars committee, chaired by legendary city comedian Jasper Carrott, consider and select the Stars. Since 2007, 48 stars have been inducted and placed onto the Broad Street pavement.
- **Black Sabbath Bench.** Westside BID was the lead organisation in the creation, installation and maintenance of the Black Sabbath Bench. Erected in 2019, the bench is now a major tourist attraction for the city, attracting visitors from around the world.
- **The Birmingham, Sandwell and Westside Jazz festival.** Westside BID sponsors the annual Birmingham Jazz & Blues Festival, now in its 40th year. In 2023, the festival saw almost 200 free performances in 80 venues.
- **Art displays.** We worked with Birmingham Arts Zone (BAZ) to display artworks from local artists in different venues around the district.
- **Wellness events.** In 2023, we launched a series of wellness initiatives to support workers' mental health across the area. We have coordinated over a dozen Wellness events that have been extremely popular, and we are pleased to have coordinated Westside's first Wellness Festival, which took place in July 2024 in Centenary Square.
- **Armed forces events.** Westside BID organised and hosted annual Remembrance Day events involving a brass band playing alongside a march of more than 100 cadets, military and ex-servicemen in Brindleyplace. We also have hosted Birmingham's official Armed Forces Day.

The Black Sabbath bench attracts **tens of thousands of visitors to Birmingham a year**













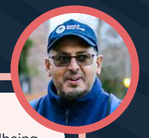



For theatre enthusiasts, the Birmingham Repertory Theatre offers a diverse array of performances. We are proud to showcase the rich culture, creativity, and diversity that make Westside a vibrant destination for both locals and visitors alike.

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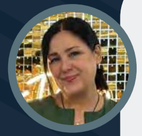
- **Westside Christmas Choir.** Every December, a Westside Christmas Choir is organised by business liaison manager Elaine Weir to bring festive cheer to staff and visitors at many of our office spaces.
- **Birmingham Pride partners.** Westside BID is a proud sponsor and partner of the annual Birmingham Pride LGBTG+ festival.
- **Westside Family Fun Day.** Westside is thrilled to be the organiser of the Annual Family Fun Day, a vibrant summer event designed to bring the whole family together highlighting our area as a family friendly destination. Scheduled to take place every summer, this highly anticipated event is a day filled with engaging activities, live entertainment, and unforgettable experiences for all ages.
- **Birmingham Light Festival.** Westside BID is proud to be one of the founding sponsors of the Birmingham Light Festival, alongside the other four BIDs in the city centre. This spectacular event transforms Birmingham into a dazzling wonderland, showcasing a variety of illuminated installations and light displays along key routes and public spaces. The Lights Trail offers an enchanting experience for visitors, encouraging exploration and the enjoyment of Birmingham's stunning architecture and vibrant culture.
- **UB40 Hoarding.** Westside BID funded the installation of a UB40 hoarding in front of a vacant property as part of an initiative to celebrate Birmingham's rich musical heritage. This effort aimed to attract more visitors to the area while enhancing its overall aesthetic appeal.

# WHAT THEY SAY **ABOUT US**



I've enjoyed working with Westside BID in delivering wellbeing activities such as ‘Walk with a Doctor’ green walks, ‘Black History Month’ walks, and the 'Wild in Birmingham' project, in and around the canals of Brindleyplace, Old Turn Junction and Roundhouse. It's been great to partner with Westside BID and I look forward to building on this by developing more Wellbeing activities for local people on the city centre canals."

**Tahir Parvaz, urban engagement manager, Canal & River Trust.**



I'll be voting for the fabulous Westside BID because I believe in their vision and the commitment to support local businesses and visitors by providing a safe and secure environment. The Westside team are hardworking, approachable and dedicated. For me, Westside BID is the right choice for fostering a vibrant, connected, and prosperous community for all."

**Annie Durrant, Quay Space, Quayside Tower, Broad Street.**



Westside BID is a great opportunity to connect with people who really care about improving our area. The team puts so much effort into supporting local businesses, and it really shows in everything they do."

**Andrew Faulkner, General Manager, Grosvenor Casino.**



Westside BID makes a significant contribution on behalf of the business community, providing a safer, more buoyant, happier Westside that attracts many visitors to our city. The city council proudly supports the BID’s activities."

**Cllr John Cotton, leader of Birmingham City Council.**



I enjoy working with Westside BID. They are always quick and efficient to assist with any queries or concerns I may have and, in my opinion, provide a great service for our area."

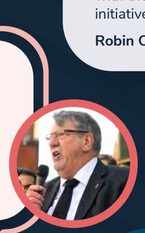
**Jane Ryan, Jones Lang LaSalle Real Estate.**





It was an honor to receive my Walk of Star in 2016, kudos to Westside BID for organizing such a wonderful way to celebrate sons and daughters of the region, every interaction I have had with the BID team has been a pleasure.

**Toyah Willcox, Walk of star recipient.**



It’s a privilege and a pleasure to be involved with the Westside BID team. They are professional, dynamic and inclusive, and their creative work highlighting everything to do with Westside is outstanding and transformative.”

**Professor Carl Chinn MBE.**



As an accomplished businessman and certainly as the Metro Mayor, I'm more than aware, that a well-run and managed BID can bring to its business community, significant benefits. Westside BID is one of the UK’s longest established BIDs. Its innovation has grown Westside into a vibrant, dynamic and key area of the city. It's a marvellous champion for its members, the businesses of Westside. I would urge any and all to support the Westside BID with a YES vote."

**Richard Parker, Mayor of the West Midlands**



We love the way Westside BID is always paying tribute to bands like ours, who have helped to make Birmingham so famous. For example, we were so impressed at how the BID used a larger-than-life sized image of us as a temporary frontage for an old bar on Broad Street. It was a great idea, and we enjoy seeing that when we’re in town, and we know our fans do too! We really look forward to continuing to work with the BID and are always happy to support their inventive initiatives

**Robin Campbell of UB40**



The BID enables all partners to come together to work towards a common goal of making Westside the best it can be, attracting inward investment and creating a great place to live and work. In the upcoming ballot, I will be adding my YES vote!”

**Amy Langham, general manager, National SEA LIFE Centre & LEGOLAND® Discovery Centre, Birmingham.**

In my time working with the Westside BID their passion for celebration and development of the district has been abundant. The team are invested in helping to support businesses in Birmingham’s Westside. Whether that be through collaborative events, Street Warden support or other initiatives to improve all aspects of the environment, it’s clear to me that their goal is for a better, brighter Birmingham for everyone.”

**Chris Catford, Centre Manager Broadway Plaza.**



## THE CONSULTATION **PROCESS**

### A vital part of the preparation for Ballot is the Consultation process.

Whilst we are always interested to get feedback and ideas from our Businesses throughout the BID term, we allocate specific time to engage our levy payers in what they would like to see.

This feedback forms part of the business plan for the forthcoming term, helping us shape the priorities and deliver what is most important to our businesses.




**Levy payers were invited to share their thoughts and ideas with us in a variety of ways:**

- A consultation document was created, that was shared one to one and digitally.
- A series of consultation events held in the district, spanning different days and times.
- An online survey was sent to all business contacts across the district.
- Many one-to-one meetings were had as we made our way around the area.
- BID email addresses were shared for ease of contact.
- The Business Liaison Manager engaged with many businesses on the phone.
- Consultation was covered on the website with links to the consultation document and survey.
- The consultation was featured in the weekly newsletter, again with the relevant links.
- We scheduled regular reminders across a six-week period on LinkedIn, Facebook, X and Instagram.

We very much value the feedback we have received, after all Westside BID is built by businesses for businesses and the money you invest should be guided by you.






# Your Ranked Priorities




**The main themes from the consultation were:**

- The need for further collaboration.
- Stronger links with other businesses.
- Increased profile of the BID.
- Energy saving ideas.
- Praise for current initiatives.
- Long term vision.
- Event ideas and calendar
- Showcasing cultural assets.
- More networking needed.
- Footfall driving events.
- Offer that delivers for multi sector BID.
- Effective communication.

100% of respondents felt **Events were essential.**

# Going Forward

## Safe & Secure

- **In House team.** Our Street wardens will be employed directly by the BID as opposed to, working through a third-party company. This will not only be more cost effective but allow us to build on the current performance and, ensure consistency and professionalism within the new Westside team and culture.
- **Upskilling.** The new in-house arrangement will give us the opportunity to further train and develop the team taking advantage of the diverse resources across the city which range from Counterterrorism, to the use of bleed kits and first response training to the use of defibrillators. We hope to use this knowledge to run sessions for our levy payers in the future.
- **Collaboration.** The permanency of an in-house team will mean we can further strengthen our links across the city with neighbouring BIDs and their street teams as well as attending security meetings and managing the related stakeholders.
- **Women's safety.** After a few women's safety workshops and events across the last term, Westside BID wants to bring this subject to the fore and prioritise time and resource in this vital area. Safety apps, resources and speakers all form part of the plan going forward.
- **Safety Workshops.** Building on the success of our Wardens engaging with local college students in safety talks, Westside BID plan to make this part of the offer and support the college curriculums with an ever expanding student presence.
- **BID Base.** We will continue to use BID Base, our dedicated online platform, to record anti-social behaviour and crime as well as environmental issues such as pavement or lighting faults to the city council. We will be looking at upskilling the in-house team to be fully trained across the many functions of BIDBase, ensuring we are accurately recording incidents to work alongside our safety stakeholders and enable the local authority to take any action needed quickly.









## Engaged & Connected

- **Social media growth.** We also plan to enhance our social media campaigns to attract more visitors to the district, thereby contributing to the growth of the local economy.
- **Westside Live.** Using our state-of-the-art Studio facilities, we will be organising more frequent Westside Live episodes, helping to promote local businesses.
- **Marketing Committee.** We are committed to supporting the businesses within our district through a robust and dynamic marketing strategy. We plan to enhance the services provided to our Marketing Committee by offering tailored guidance, increased collaboration, and access to a broader range of resources. By leveraging expert insights, we aim to empower businesses to amplify their brand presence, engage with a wider audience, and create compelling campaigns that drive growth and visibility within Birmingham.
- **Website.** A robust online presence is essential for engaging with the community and supporting local businesses. Westside BID is excited to enhance its website to be more user-friendly, visually appealing, and informative. The revamped site will showcase updated content, offer valuable resources for businesses, and include a detailed events calendar. Our goal is to create a dynamic digital platform that encourages connection, facilitates communication, and highlights the vibrant spirit of the district.
- **Newsletter plans.** Our newsletter is a key resource for staying connected with the community and keeping businesses well-informed. Going forward, we will elevate our newsletter by featuring more engaging content, such as success stories, updates from local businesses, expert insights, and information on upcoming events. With an emphasis on relevance and value, we aim to deliver a more visually engaging and content-rich newsletter that brings the latest trends, opportunities, and essential updates directly to businesses' inboxes.
- **Magazine.** Westside. As part of our vision for 2025 and beyond, we are excited to announce the launch of a new magazine that will serve as the definitive guide to Westside. This magazine will showcase the best of what our district has to offer, featuring in-depth profiles of local businesses, events, cultural highlights, and new developments. With high-quality design and insightful articles, the magazine will be distributed to key stakeholders and local businesses, further enhancing our district's reputation and visibility in the wider Birmingham area.
- **Joint Alliance.** Collaborating with other city centre BIDs to drive the Birmingham brand and boost tourism.

# Going Forward

## Clean & Green

- **Street Cleaning:** Westside incorporates the environmental job with the Warden role but also plans to employ a dedicated street cleaner whose role will involve removing graffiti, litter and chewing gum from pavements. This will all be in addition to the baseline services offered by the Birmingham City Council teams.
- **Litter picking.** Westside BID plans to create new litter-picking groups across the district, working closely with the Canal & River Trust. We plan to create these groups bringing Council and Businesses together to ensure the area becomes even smarter over the next five years and reflecting the BID's commitment to the environment.
- **The BIG Idea:** Westside BID is collaborating with Colmore BID to explore the idea of renewable energy within the Westside district involving the harvesting of solar energy. Whilst in its early stages, this exciting project stands to benefit Business Owners and Levy Payers in reducing energy costs at the same time as using green energy.
- **Gum removal program.** Our Warden team will be making full use of the gum removal machinery we have invested in. This will need a dual approach of encouraging the use of bins as often this task is likened to the fourth bridge.
- **Jet washing program.** It is important that a jet washing schedule is built into the calendar alongside the spot cleaning carried out daily by the council teams and additionally by the Warden team. We will be working with other BIDs on this to realise economies of scale.
- **Green initiatives.** Westside BID is committed to working alongside local projects in the city designed to reform existing bus/ tram and train services to help promote green and sustainable travel





## Network & Voice

- **Networking.** We are committed to developing a diverse range of networking events designed to foster connections and collaboration within the district. Whether its guest speakers, a themed event, or just the opportunity to build your network we are excited to bring you these events in the new term. We have already planned in our dates for 2025!
- **Tailored Approach.** We want to hear from our Businesses about topics or issues we can help you with. For example, we have run safety, Women's health, Nighttime economy events and much more at the request of levy payers.
- **Voice of Business.** We will continue to represent the Westside BID Businesses with local stakeholders in the form of regular meetings or when prompted by events.
- **Hold to account.** As part of the BID's responsibility, we constructively challenge Birmingham City Council and West Midlands Police when needed to maintain their service level agreements, so that the services offered by the BID remain truly additional. That way we offer the best possible value for money for our levy payers.
- **Neighbouring BIDs.** We are working in close partnership with our neighbouring BIDs on events and are looking to collaborate further on procurement and other resource-based issues. In addition, there is a wealth of knowledge and best practice that is constantly shared across BID colleagues.
- **Engagement.** Engagement and collaboration across city centre BIDs emerged as one of the key topics raised by members during our ballot consultation. To this end Westside BID is aiming to build on existing collaborations and partnerships by forging closer links to neighbouring BIDs. This will enable us to deliver savings through economies of scale, collaborate on larger scale events showcasing the whole of the centre of Birmingham, and present a stronger collective business voice to local, regional and national stakeholders.
- **Business Support.** The BID team work with emerging and growing sectors in the area to support what they need to see in the district. The most recent example of this is the notable growth in university space taken in the area and the knock-on effect of a greater student population. We will work closely to ensure that the BID offer adapts to any new growth area.






FIVE **PRIORITIES**

# Going Forward

## Culture & Vibrancy

- **A new Walk of Stars.** The recent Metro works resulted in our Walk of stars tiles, being damaged and / or removed. Westside BID is working closely with neighbouring BIDs and local stakeholders to reinstate this popular and unique attraction that celebrates our most influential Midlands figures.
- **UB40 statue**. Following on from the success of the Black Sabbath Bench, we are now in the early stages of planning a 10ft tall statue dedicated to Birmingham reggae band UB40.
- **Wellbeing.** In the upcoming term, we aim to build on the success of our wellbeing initiatives by significantly expanding our efforts. This will involve introducing a variety of new events while enhancing and expanding our beloved outdoor festivals.
- **Venue promotion.** Westside BID boasts many fantastic Venues, some known nationally and we feel it is important to bring their "What's On" information together. We will be working with our venues to ensure that those in Westside, surrounding areas and beyond are aware of what is billed, to attract the maximum take up of events and support the local economy.
- **Culture.** Westside BID is privileged to support an area of Birmingham that contains the Symphony Hall, Ikon Gallery, Utilita Arena, The Crescent Theatre, CBSO and many more fantastic cultural places. We will be looking to see how we can work with these amazing venues to maximise their profile and impact in the area.
- **Arts trail.** One of the ways to achieve cultural profile within the area is to look at Arts walks and trails and provide a linked event for Visitors to explore the fantastic array of what is on offer here in the Westside area.
- **Fun day.** After the success of the first ever Fun Day in 2024, Westside BID is looking to build on that success and make our free Family Fun Day bigger and better this year and throughout the next term.
- **Visitor Destination.** Bringing our tourist attractions together with our heritage sites and a bursting "Whats On" calendar will result in a boost to our visitor economy. The Westside area is fortunate to offer a wide range of hotels to suit every budget and help our visitors book a stay to take full advantage of the many sights and sounds of the city.








Photo: Paul Dixon, courtesy of B:Music

## LIFE WITHOUT **WESTSIDE BID**

Without the Westside BID, the area would lose **£7.8 million of additional projects and service.**



**VOTE YES** 5TH JUNE - 3RD JULY 2025

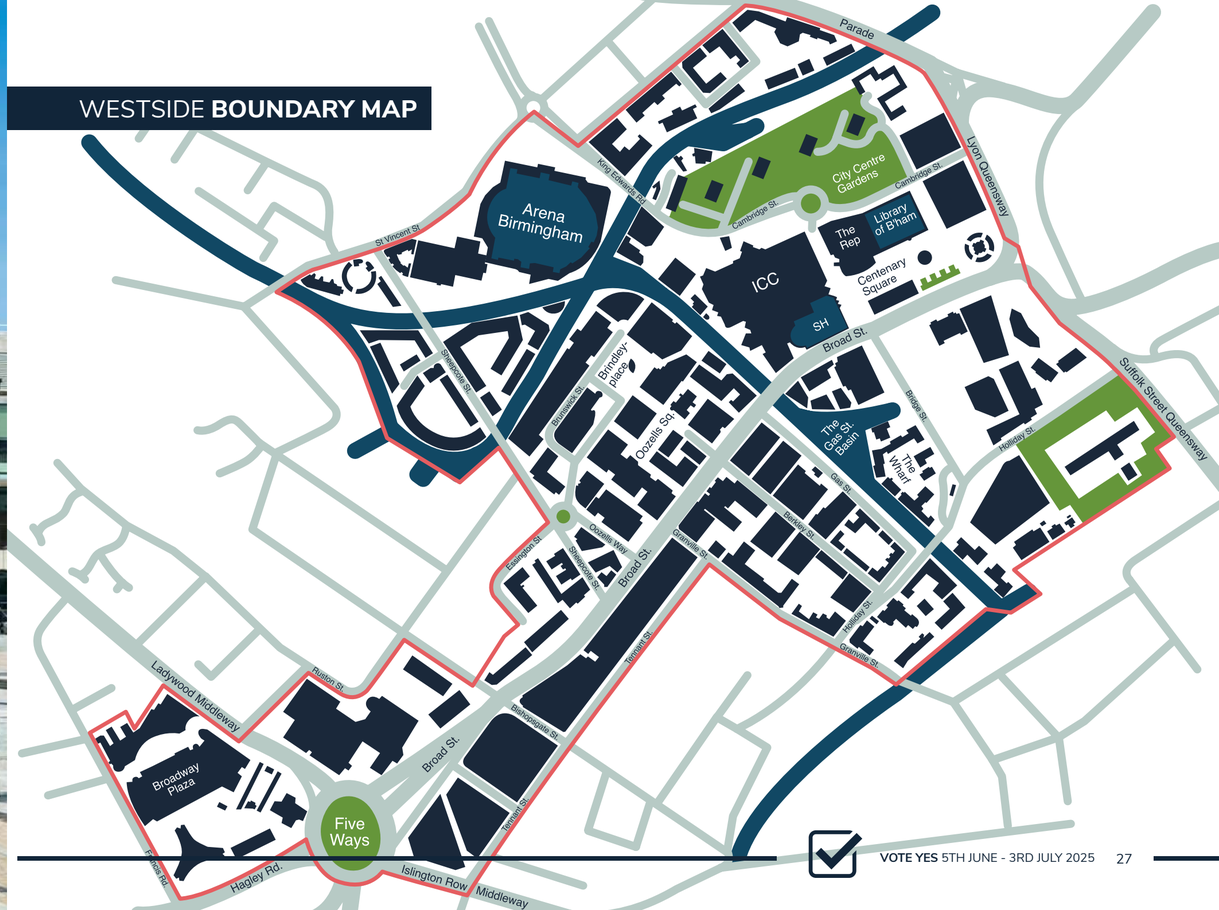
- **No** Street Wardens
- **No** additional street cleaning
- **No** graffiti removal
- **No** floral features
- **No** networking events
- **No** women's safety focus
- **No** dedicated social media
- **No** events to drive footfall
- **No** one holding BCC/WMP to account
- **No** singular voice of business
- **No** wellness initiatives
- **No** collaboration with other BIDs
- **No** gum removal programme
- **No** projects looking to harness solar energy
- **No** help with grants
- **No** weekly newsletter
- **No** environmental issues being reported
- **No** litter picking initiatives
- **No** safety workshops/training
- **No** liaison between street community and outreach
- **No** jet washing
- **No** marketing support
- **No** voice in planning consultations in the area
- **No** training for levy payers
- **No** state-of-the-art studio facilities
- **No** one pushing economic growth of the area
- **No** company in place to gain local funding available
- **No** one focused on upkeep and maintenance of property within the area
- **No** singular team looking after the district

## WESTSIDE **STREET NAMES**

Berkley Street
Bishopsgate Street
Bridge Street
Brindley Drive
Brindleyplace
Broad Street
Broadway Plaza
Brunswick Arcade
Brunswick Street
Brunswick Square
Cambridge Street
Centenary Square
Civic Close
Crescent Walk
Cumberland Street
Edward Street
Essington Street
Fiveways
Francis Road
Friston Avenue
Gas Street
Granville Street
Grosvenor Street West
Hagley Road
Helena Street
Holliday Passage
Holliday Street
Islington Row Middleway
James Brindley Row
James Brindley Walk
King Alfreds Place
King Edwards Drive
King Edwards Road
Kingston Row
Ladywood Middleway
Louisa Street
Lyon Queensway
Mailbox Square
Newcastle Way
Oozells Street
Oozells Street North
Oozells Square
Oozells Way
Parade
Paradise Circus Queensway
Ruston Street
Ryland Street
Scotland Street
Sheepcote Street
St Martins Street
St Vincent Street
Suffolk Street Queensway
Symphony Court
Tennant Street
Upper William Street
Waterfront Walk



## WESTSIDE **BOUNDARY MAP**



# Total Annual Invoiced Income (estimated): circa £857,000

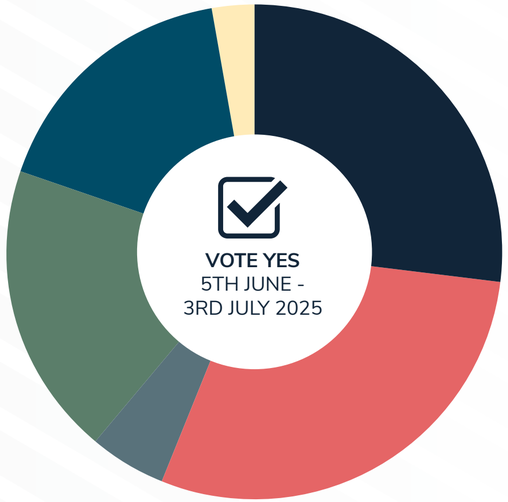
(excluding any inflationary uplift applied)

**Allowance will be made for the following:**

BID Term Expenditure **@ 90%**
Birmingham City Council Levy Collection Charge **@ 3%**
Bad Debt Allowance **@ 7%**

## How will we spend your levy?

| | |
|---|---|
| Events, Festivals, Marketing & Communications: | **£208,000** |
| Safety & Security: | **£226,000** |
| Clean & Green: | **£38,250** |
| Management & Professional Costs: | **£147,500** |
| Office Accommodation & Administration: | **£131,500** |
| Contingency: | **£20,000** |






## BALLOT & **TIMELINE**

- **Notification of ballot:** By 22nd May 2025
- **Ballot papers arrive:** 5th June 2025
- **Last date a proxy voter can be appointed:** 23rd June 2025
- **Issue of any replacement papers:** 27th June 2025
- **Last day of ballot:** 5pm 3rd July 2025
- **Ballot result announced:** 4th July 2025
- Between Thursday 5th June and Thursday 3rd July eligible voters will be given the opportunity to vote on the proposal for Westside BID 2025-2030.
- The BID ballot will be administered by Civica Electoral Services and will be arranged in line with the guidelines set out in the BID regulations 2004, as approved by Parliament.
- Each property (hereditament) subject to the BID will be entitled to one vote. Eligible voters that are liable for more than one hereditament will be entitled to one vote per hereditament.
- By 22nd May a Notification of Ballot will be sent by Civica to every eligible voter for each of their hereditaments. A copy of the BID5 Business Plan will be sent with the Notification of Ballot.
- Voting by proxy is available and full details are included in the Notification of Ballot.
- By June 5th ballot papers will arrive to the business or chosen address.
- Businesses need to cast their vote and return by post, using the postage paid envelope provided, to arrive in London no later than 5pm on Thursday 3rd July.
- To be successful the ballot will need to satisfy two independent tests which apply to all those papers returned by the close of ballot.

1. The number of those voting in favour must exceed the number voting against.
2. The total rateable value of those properties or hereditaments voting in favour must exceed the value of those voting against.

- The result of the ballot will be sent by Civica and announced on Friday 4th July.
- If successful at ballot the new BID term will commence on 28th July 2025 and run for a five-year term.

## KEY **DATES**

**22nd May 2025**
Notification of ballot

**5th June 2025**
Ballot papers arrive

**23rd June 2025**
Last date a proxy voter can be appointed

**27th June 2025**
Issue of any replacement papers

**3rd July 2025**
Ballot closes 5pm

**4th July 2025**
Ballot result announced

## BID **RULES**

# BID Levy

The principal source of funding is the annual BID levy which will be applied to all business ratepayers in the BID area. The levy structure reflects the expected demands to be placed on the BID's services by different sectors.

This is a fifth-term BID proposal to cover the period 28th July 2025 to 27th July 2030.

The BID Levy will be applied to eligible non-domestic hereditaments with a rateable value of £10,000 or more. Eligible non-domestic hereditaments are those located within the BID boundary and list of streets set out in this document.

For the fifth five-year term of the Westside BID, we will implement a levy of 1.5%. For pubs, clubs, bars and casinos outside of Broadway Plaza and Brindleyplace we will implement a levy of 2.5%.

The liability for the levy falls on the liable party for Non-Domestic Rates and will be mandatory for all eligible ratepayers. VAT will not be charged on the BID levy.

## In all cases the following will apply:

1. Business premises with rateable values below £10,000 will be exempt from the BID levy.
2. No relief is proposed for vacant premises. Where, at any time there is no occupational lease, the liability for the levy will fall to the property owner until a new lease is confirmed.
3. The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%. No retrospective relief will be given. There will be no other discounts, exemptions or allowances. The BID levy will not be affected by the small business rate relief scheme(s), any discretionary relief granted or any other discounts or schemes.
4. Where a property is taken out of the rating list, the BID levy will apply up to the day before the effective date of removal and the annual BID Levy will be apportioned accordingly.
5. Where a new assessment is brought into the rating list (brought about by, for example, challenges, hereditament splits or mergers, or new development), the BID levy will apply, using the latest rating list from the effective date as shown in the rating list.
6. Aside from the instance(s) where a revaluation of rateable values occurs and a new ratings list becomes effective, where the rateable value of an individual hereditament in the current Non-Domestic Ratings list is challenged and results in a lower BID Levy, then this reduced levy will come into effect only from the start of the following financial year in which the charge is made and no refunds will be made for previous years. Where the rateable value of an individual hereditament in the current Non-Domestic ratings list is, for some reason, increased following a challenge to the rateable value, resulting in a higher BID Levy, or bringing the rateable value of a property up to £10,000 or above, the (increased) BID levy will only be charged at the start of the following financial year. The additional previous year's levy will not be pursued. This will be known as the closed year rule.
7. The BID levy will be assessed against the NDR 2023. Where a revaluation of rateable values takes place resulting in a new ratings list, the BID will apply any changes from the effective date of the revaluation.
8. The annual levy will be apportioned on a daily basis.
9. The BID levy will be increased by the annual inflationary factor for Non-Domestic Rates bills, as calculated by the government.
10. A cap of £45,000 per hereditament will be applied to the BID levy. The cap will be increased by the annual inflationary factor for Non-Domestic Rates bills, as calculated by the government.
11. The levy will be invoiced annually in advance to all eligible hereditaments for each chargeable period from April to March each year. Where a liable party changes during a chargeable period, as described by the effective date in the most up to date Non-Domestic Rating List, the levy will be charged on a pro rata basis.

**Note 1:** The BID levy will be applied to hereditaments with ratable values of £10,000 and above as assessed in the latest Non-Domestic Ratings List. .

**Note 2:** The number of hereditaments required to make a levy payment for Westside BID is estimated at circa 380

**Note 3:** The BID area and BID levy (other than inflationary increases) can only be altered via an alteration ballot or when a new term ballot is held.



## Levy Collection

The levy will be invoiced, collected, and enforced by Birmingham City Council who have confirmed that, for the first time, they will charge 3% of the total levy invoiced per annum for this service.

## BID Operations

Westside BID is a city centre BID and continues to be operated by the dedicated BID company, Westside Partnership Limited (Reg No 05531474) - a not-for-profit organisation, with a board of directors who serve voluntarily and are accountable to the BID levy payers. A baseline of services delivered in the BID area, once received from stakeholders, will be found online at www.westsidebid.co.uk.

**Westside Partnership Limited will be accountable to BID levy payers for:**

1. Upholding and promoting the BID's vision and objectives.
2. Effective and efficient delivery of the projects and services as set out in this document.
3. Promoting the conditions necessary to secure the active and continued support of business members and other partner organisations.
4. Consulting on the renewal of the BID in the last year of its term and bringing forward a BID renewal proposal document as appropriate.
5. Every levy-paying business and other eligible organisations making agreed annual financial contributions will be members of the company and eligible to vote at general meetings.
6. The Board will meet at least quarterly to oversee the overall direction and delivery of the BID's activities, on behalf of member organisations, and present an annual update and report on performance.
7. To ensure the ongoing viability of the BID on a day-to-day basis, the BID General Manager with their team will oversee day-to-day BID management and activities.
8. Westside BID is currently staffed by a General Manger with supporting staff. This will continue with the new five-year BID term.

## Alteration of BID terms

1. The BID area and BID levy (other than inflationary increases) can only be altered via an alteration ballot or when a new term ballot is held.
2. BID projects, costs and timescales can be altered subject to the BID Board's approval providing they fall within the resources available to the BID.

## Ballot Arrangements

1. All eligible businesses with a rateable value of £10,000 or more will be entitled to vote if they were listed as a non-domestic ratepayer within the proposed BID area on the date the notice of ballot is published.
2. Costs incurred in developing the BID proposals, holding of the ballot and implementing the proposals have been budgeted for and are to be recovered through the BID levy.
3. In the case of an empty, partly refurbished, or demolished property and or where no occupational lease exists, the property owner will be liable for the BID levy and will be entitled to vote.
4. Each ratepayer entitled to vote will have one vote in respect of each property (hereditament). This means that some businesses will have more than one vote.
5. For Westside BID to succeed for the new term, the ballot must secure majority support (over 50%) of those who vote;
   i) by number and;
   ii) by rateable value.
6. As previously, Birmingham City Council (the ballot holder) will appoint a third party / contractor to conduct the ballot.

**Ballot papers will be dispatched and arrive no later than 5th June 2025 and should be returned no later than by 5pm 3rd July 2025. Ballot papers received after 5.00 pm on 3rd July 2025 will not be counted. The result of the ballot will be issued on 4th July 2025**

## Appeals

An appeal against the outcome of the ballot may be lodged in writing with the Secretary of State within 28 days of the announcement of the ballot result. The appeal can only be made by the BID Proposer, the Local Authority, or 5% of the voters, and must relate to a material irregularity with the ballot process. Any appeal must be made in writing.

## Commencement Date

Westside BID's new term arrangements will commence on 28th July 2025. This date is 24 days after the notice of the result is published on 4th July 2025. Before the term end date of 27th July 2030, the BID company may seek a further term of the BID and a new mandate via a new term ballot with eligible hereditaments.

WESTSIDE

BUSINESS IMPROVEMENT DISTRICT

WESTSIDEBID.CO.UK