

## DISCUSSION PAPER Board meeting – Monday 14<sup>th</sup> May 2018

### Subject: Decision Paper 6 - Theme 3 - Vibrant & Accessible Projects update

#### Points to be note:

In the business plan for Kings Heath BID 2018 to 2023, under Theme 3 - Vibrant & Accessible it was said we would deliver:

- **Christmas Lighting** – Stunning festive lights, switch on celebrations, Father Christmas grotto and Sunday Christmas themed Market to raise the profile of Kings Heath as the place to get those last-minute gifts – 'Expanded from BID 2'
- **The Kings Heath Street Festival** – a return of this annual late summer festival with a mixture of live music delivered by our various music venues and a market showcasing the businesses of Kings Heath and attracting an estimated 20,000 visitors – 'Continuation from BID 2'
- **Other Events** – ideas include Kings Heath Literature Festival, Sunday Specialist Markets, Cooking Competition with different themes and the Easter Egg Hunt. A wide range of levy payer's venues in Kings Heath will be used for these events and each event will be geared to attract a different target audience e.g. families, readers, niche groups e.g. foodies – 'New for BID 3'
- **Signage** – installing signs on the corners of side roads to advertise levy payer's businesses from the High Street – 'New for BID 3'

The finances for this theme were:

2018 - 2019 - £41k  
2019 – 2020 - £36K  
2020 – 2021 - £36K  
2021 – 2022 - £36K  
2022 - 2023 - £36K

#### Current status

- **Christmas Lighting**

Your town centre manager met with the council on 16<sup>th</sup> April to discuss the possibility of Kings Heath BID using a private sector company to erect and dismantle their street column Christmas Lights. There would be a 50% saving for Kings Heath BID for doing this.

The meeting was positive and your town centre manager is now getting

quotes from private sector companies.

The council would still need to approve the private sector company being used

- **The Kings Heath Street Festival**

A report on the layout of the Festival is included in the Board papers

- **Other Events**

Your town centre manager is in negotiations with a company that will organise a vegan festival at All Saints Centre. The festival would most likely happen on Sunday 23<sup>rd</sup> September.

A paper will be presented in due course

- **Signage**

A paper is presented in the 'reserved' section on this subject