

DISCUSSION PAPER Board meeting – Monday 8th October 2018

Subject: Decision Paper 4 - 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**
No action
- **The Kings Heath Street Festival**
No action

- **Other Events**

See report on Events for 2019/20 in Reserved business

- **Signage**

See update report in Reserved business