



KINGS HEATH
BUSINESS IMPROVEMENT DISTRICT

**VOTE
YES**

FROM 18TH JAN 2018
TO 15TH FEB 2018



**2018
- 2023**

KINGS HEATH

BUSINESS IMPROVEMENT DISTRICT

RENEWAL BUSINESS PLAN



WELCOME

To the Kings Heath BID Renewal Business Plan.

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CHAIR'S MESSAGE

I am pleased to have been appointed as the new Chair of Kings Heath BID as the BID gears up for its third five-year term.



As the owner of two hospitality businesses in the town, I recognise how important it is to have an organisation that represents private sector interests, delivering projects and services that businesses need to make Kings Heath a more inviting place for visitors which helps to drive footfall into our town.

Like many other businesses, I have had the confidence to invest in Kings Heath and have chosen to grow my business here. I want to ensure that my investment yields tangible results. By contributing funds through a 1.75% levy and pooling our expertise, I believe that we can help Kings Heath to prosper not only now but in the future too.

I want our BID to be visionary and proactive and to be at the table with other partners such as the Greater Birmingham and Solihull Local Enterprise Partnership when there are discussions around resources, innovative local ideas and regional opportunities in town centres. Kings Heath is one of the most vibrant suburbs in Birmingham with our shops, eateries, bars, and facilities as well as an exciting calendar of events. With so much to offer, why shouldn't Kings Heath's profile be raised?

But back to the 'here and now' - our 'hands-on' BID achievements in the second term include a safer and more secure town through the employment of our security warden, a better promoted town through our PR and marketing activities and a more vibrant town through a range of events that have really put Kings Heath on the map.

It's not always easy to make the BID levy stretch to the long shopping list we all have and to meet everyone's expectations but I can assure you that it is our intention to make best use of our resources to maximise our impact. Generating additional contributions via grants and sponsorship will be very much a part of our third BID term.

In autumn this year, we recognised the need to expand our Board so that it is representative of the business interests across the town. We also undertook a governance review to ensure that our policies and procedures are both fair and robust to take us forward into a third term.

We are a group of committed individuals that have the interests of Kings Heath at heart and prepared to put our voluntary time and effort into making the BID work. Our BID Manager, appointed by the Board will be your first point of contact.

We undertook a comprehensive consultation survey in the summer in which 82% of levy payers participated - I would like to thank all businesses for their ideas and their time both of which are really appreciated.

With time to ensure the event is safe and sufficiently resourced, we intend to bring back the popular Street Festival in 2018 and will be consulting with businesses on how this is organised. Our town centre security presence will also extend to six days a week in response to what you have told us is necessary.

Your views together with prioritised projects have informed this final business plan so I really hope that what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote in January/February 2018.

A 'no' vote will mean that all projects and services that the BID has been responsible for will finish on 31st March 2018 and it is unlikely that any other organisation will have either the capacity or resources to step forward.

Please have your say and vote 'yes' in our postal ballot by 15th February 2018.

With your support, we can continue to improve Kings Heath and ensure it is a town we can all be really proud of.

Brett Rehling, Kitchen Garden Café





Kings Heath BID funds the annual Kings Heath Street Festival.

In 2016, it attracted 20,000 visitors. 2017 was a fallow year, but we have big plans for 2018's event!

What is the Kings Heath BID?

Kings Heath BID is a business led initiative supported by government legislation which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements as outlined in this final business plan.

Kings Heath's BID first became operational in April 2008. Over the past ten years, the BID has invested levy payer's money into Kings Heath town centre.

The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

Highlights from our Second Term

Security - warden providing a strong presence and cracking down on shoplifting and anti-social behaviour - 41 store net radios in use, 83 people excluded from shops

PR & Marketing - extensive PR and Marketing activity, including new website, circulation of 10,000 bi-annual Kings Heath magazines, 1,500 followers on Instagram, 4,400 followers on facebook, 3,800 followers on twitter

Clean & Attractive - maintained levels of cleanliness in all public areas including physical improvements to include 29 floral planters, graffiti removal, litter picking and chewing gum removal

Events - including the Kings Heath Street Festival attracting 20,000 annual visitors (fallow year in 2017), Christmas festivities and other themed events

'The great thing about Kings Heath BID is that it allows us to be all part of a community, working together to identify priorities and collectively funding these projects and services. Without the BID, we aren't as united and we have less influence and no funds to deliver on the ground'

- Nicky Green, Manager, Scrivens



What has Kings Heath BID delivered?

Theme 1: A Better Place To Do Business

Kings Heath BID's recent focus has been about ensuring the town provides a safe place to trade, that stock loss from theft is minimised for businesses and that visitors feel encouraged to shop without fear of intimidation. Alongside this, the BID has undertaken projects to promote the town and its many varied businesses through an extensive programme of PR and Marketing activities.

- ▶ Employed a security warden making Kings Heath a safer place to work and shop. The warden has provided a strong security presence on the High Street; duties include liaising with businesses to address concerns and crack down on anti-social behaviour, shoplifters and beggars as well as overseeing the popular Storennet radio scheme (41 radios in use)
- ▶ Implemented the 'Banned in Kings Heath' scheme, a folder which assists retailers to identify known shoplifters (83 people listed as of 18th October)
- ▶ Appointed a PR and Marketing agency who works closely with BID businesses to market Kings Heath as a destination and to develop the Kings Heath brand both on and offline, generate press coverage for BID businesses and create and execute innovative marketing campaigns throughout the year
- ▶ Launched the Kings Heath Instagram in 2017 which already has 1,500 followers, issued consumer e-newsletters and business to business e-newsletters
- ▶ Launched a new 'Enjoy Kings Heath' website as a digital hub for residents, visitors, businesses and employees. The site includes an extensive business listing directory, what's on calendar and blog giving businesses the opportunity to update their information, share their events and news to an online audience
- ▶ Circulated 10,000 copies of the Enjoy Kings Heath Magazine, a free bi-annual magazine distributed to local residents and businesses
- ▶ Installed Kings Heath flags in the High Street with a 'Relax, Shop and Enjoy' strapline
- ▶ Dressed empty shops using artwork from local schools and enabled local artists to showcase their work in windows
- ▶ Invested in the Village Square
- ▶ Launched a 'Shop Local' campaign including working with the national team at Independent Retailer Monthly

'We notice a significant increase in shoplifting offences when the security warden isn't on hand and would definitely support increased hours funded via the BID.

The BID has really helped to increase the profile of Kings Heath making it a more attractive place to live, work and visit. That has to be good for business.'

**- Wendy Bill, Owner,
Maurice Robinson Sports**



"It was a pleasure to visit Kings Heath and see the range and quality of local shops.

I understand the Kings Heath Business Improvement District has been doing fine work in improving and promoting the area.

As Mayor, making sure we have vibrant High Streets is a big priority, and I look forward to seeing Kings Heath's continued success."

**- Andy Street,
Mayor of the West Midlands**



Theme 2: A Brighter Environment

Kings Heath BID has undertaken projects to improve the appearance and cleanliness of the town involving local people in regeneration activities where appropriate which has also engendered local pride and fostered community spirit.

- ▶ Maintained levels of cleanliness in all public areas including physical improvements such as 29 floral planters, graffiti removal, litter picking and chewing gum removal
- ▶ Organised a seasonal photography competition encouraging local people and budding photographers to explore Kings Heath and submit their best shots of the area to be in with a chance of winning prizes donated by local businesses
- ▶ Commissioned public murals e.g. the iconic 'Welcome to Kings Heath' mural
- ▶ Worked in partnership with parks including the hosting of events to encourage tourists
- ▶ Expanded the opportunities for community gardening at Kings Heath Community Centre and tree planting within the BID boundary
- ▶ Undertook business recycling projects

Theme 3: A Place Where There's A Whole Lot Happening

Kings Heath's programme of events has increased footfall within the town, put the town on the visitor map, created a great vibe for the town, encouraged families to visit and enhanced the cultural offer.

- ▶ The Great Kings Heath Easter Egg Hunt, a free family event with eggs created by local children and hidden in shops has increased footfall to Kings Heath businesses
- ▶ The Kings Heath Street Festival with its live music, street food cooked by Kings Heath's finest restaurants, market stalls show-casing independent retailers and children's entertainment has drawn an estimated 20,000 visitors to Kings Heath (the Festival had a fallow year in 2017)
- ▶ Winterfest Christmas Lights - decorating retail areas and creating a positive shopping experience for customers and businesses
- ▶ Christmas late night shopping campaign
- ▶ Worked with other local organisations to organise switch on events
- ▶ Other annual events supported by excellent publicity have been held to include:
 - ▶ Kings Heath Business Excellence Awards with excellent local press coverage
 - ▶ 'Kidsheath' incentives over the summer holidays to draw in children with their parents boosting footfall in Kings Heath
 - ▶ Themed holiday events including Mother's Day (gift guides), Halloween (Shocktober) and World Record Store Day



What you told us...

During August/September 2017, Kings Heath BID undertook a comprehensive consultation process with the circulation of a questionnaire, entitled 'Your Town, Your Business, Your Decision' sent to circa 280 voters locally and to Head office addresses.

Levy payers were given the opportunity to complete the survey in hard copy format or via survey monkey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- ▶ One-to-one meetings with business owners and managers
- ▶ Phone calls and emails with businesses



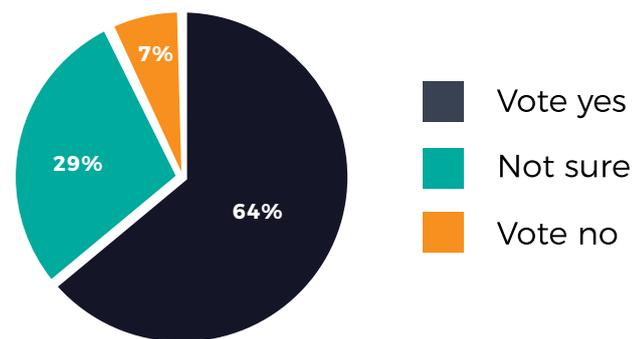
The engagement campaign included visits to every street within the BID boundary, to every business type and liaison with the smallest to largest levy payer.

The Results

82% (230) of levy payers engaged with the BID consultation process with 102 businesses completing full forms giving valuable information about how the levy income should be spent. Thirty one businesses were keen to get more involved in Kings Heath BID demonstrating their interest and support in the BID.

Of those that completed the full survey 64% (two thirds) said they would vote 'yes' to the BID with 29% either uncertain or who indicated that they would need to refer the decision to their head office. Only 7% declared that they would vote 'no'.

How Businesses Intend To Vote*



*Statistics from summer survey results

The core projects and services identified by respondents as most important included the following:

- ▶ **Security** - employment of a security warden 6 days a week and introducing opportunities to share information and respond to crime and anti-social behaviour issues
- ▶ **Planting** - keeping the floral planters that make Kings Heath attractive and installing hanging baskets during the summer
- ▶ **Cleaning** - introducing a cleaning operative in the third term
- ▶ **PR and Marketing** - raising the profile of Kings Heath through PR, social media, website and the Kings Heath Newsletter
- ▶ **Events** - organising the Christmas lights, Street Festival and other events that put Kings Heath on the map and bring in visitors
- ▶ **Signage** - installing signs where possible to indicate businesses on side streets
Wi-fi and business training courses

Your feedback has shaped this final business plan and the projects and services Kings Heath plans to deliver in its third term.

Kings Heath's BID Vision

Kings Heath's BID vision for a third term is 'To establish Kings Heath as a thriving destination to live, work, shop and eat through creating a well promoted, safe, clean and welcoming town centre'.

91% of businesses who responded to our survey supported this vision

BID Aims and Objectives for the 3rd term

- 1.** To create a clean and safe town through additional planting and flowers, tackling anti-social behaviour through our security warden and by introducing a cleaning operative
- 2.** To put Kings Heath firmly on the visitor map with an enhanced profile through our PR and marketing activities promoting Kings Heath businesses and the town's overall offer
- 3.** To create a vibrant and accessible town by holding events all year round that drive footfall to businesses and installing signage to guide visitors
- 4.** To support Kings Heath levy paying businesses through representing their interests, assisting with training and working with businesses on the things that make it easier to trade



What Will Be Key to BID 3?

Apart from new project ideas outlined in this business plan, we also intend BID 3 to do the following:

Levy payer participation - this is your BID and we want you to be involved in giving feedback and shaping the way we deliver projects and services. There are still places on the Board for keen levy payers and after the BID vote, an AGM will be held where the BID will be actively seeking Director nominations. We will also be looking to introduce working groups particularly to help shape our events programme.

Security forums - we intend to introduce a Pubwatch scheme and a Betting Shop Watch scheme to complement our expanded security programme which will include a security patrol, six days a week.

Maximising BID levy income - we want your money to go further - through careful project budgeting and negotiation, we will ensure that levy payer's income is maximised and that where possible, we will draw in additional sponsorship and in-kind contributions from funders and partners and bid for grants.

Performance Management - the effectiveness of what we deliver will be regularly reviewed through our monitoring activities which of course will include your valuable feedback- we want you to see a return on your investment irrespective of where you are located within the BID boundary, size or sector of business.

Step change - whilst our focus will always be on delivering the core projects and services outlined in this plan, we are mindful that there are opportunities to raise our game, work with the Greater Birmingham and Solihull LEP where it is appropriate and where it may be in the interests of Kings Heath's businesses.





Theme 1

Clean, Green & Safe



'Simon, the BID's street warden is doing a brilliant job and has saved us a lot of money in the stock he has got back for us. I definitely support the BID going forward for a third term. There is no credible alternative'

- Siva Kumar, Assistant Manager, Poundland

Our consultation told us that you regard security as one of the highest priority BID projects with an overwhelming majority of respondents supporting the proposal to double the time our warden patrols the streets. Keeping Kings Heath looking good was also high on your list of priorities and hence we will be continuing with our floral enhancements and adding a new cleaning operative.

- ▶ **Safety and Security Warden** - employment of a security warden working six days a week cracking down on shop-lifting and anti-social behaviour including begging - expanded from three days a week in the second term - 'Expanded from BID 2'
- ▶ **Pubwatch and Betting Shopwatch** - regular meeting for businesses to share intelligence and ideas to combat crime - 'New for BID 3'
- ▶ **Defibrillators** - provision of 4 life-saving defibrillators in the shopping centre, with training available to all businesses on how to use them - 'New for BID 3 subject to in kind or grant funding'
- ▶ **Cleaning operative** - employment of a cleaning operative for five days a week, who will each day do: a quick litter pick; remove and wash away any substances from the pavement; remove any graffiti; remove any fly-posters or stickers and regularly wash down street furniture - 'New for BID 3'
- ▶ **Floral Planters & hanging baskets** - planting of 20 planters along the High Street and side roads and the annual display of hanging baskets - 'Continuation from BID 2. Hanging baskets to resume in year 2'

This theme will be monitored by:

- ▶ Reports from our security patrols on the number and type of incidents handled
- ▶ Monthly feedback from the Police on town centre crime/anti-social behaviour incident reports
- ▶ CCTV monitoring statistics
- ▶ Take up of Storenet radios
- ▶ The quality and frequency of cleaning carried out in Kings Heath
- ▶ Attractiveness and security of Kings Heath measured by levy payer feedback



Theme 2

Promoted & Marketed

Raising the profile of Kings Heath and your businesses is clearly really important to you demonstrated not only by the survey results but also by the testimonials we have received. You have indicated that our campaigns have resulted in more footfall to the town. The PR and Marketing programme will continue building on the success of the second term and creating new innovative campaigns in response to opportunities and business feedback.

- ▶ **PR and Marketing** - continuation of our PR & Marketing contract promoting Kings Heath as a destination, generating press coverage for levy paying businesses and delivering innovative marketing campaigns - 'Continuation from BID 2'
- ▶ **Enjoy Kings Heath Magazine** - publication of our free bi-annual magazine delivered to over 10,000 residents, businesses and community outlets - 'Continuation from BID 2'
- ▶ **Enjoy Kings Heath website** - website with a listing for every levy paying business reaching residents, visitors, businesses and employees alike - 'Continuation from BID 2'
- ▶ **Enjoy Kings Heath social media outlets** - facebook, twitter and Instagram - social media presence promoting all levy paying businesses reaching residents, visitors, businesses and employees alike - 'Continuation from BID 2'
- ▶ **Capture Kings Heath** - photography competition encouraging budding photographers to explore Kings Heath and submit their best shots of the area which can then be used for PR and marketing purposes - 'Continuation from BID 2'

This theme will be monitored by:

- ▶ Media coverage
- ▶ Website and social media analytics
- ▶ Levy payer feedback on how the marketing is working
- ▶ Circulation of Kings Heath magazine and its impact for businesses

Kings Heath BID regularly support art projects that help to raise the profile of the area, including sponsoring the 'Owl and The Pussycat' owl in the 'The Big Hoot', city-wide art trail.

'The BID has been good for our coffee business from the events to marketing projects, all driving footfall into Kings Heath. There is still more to do but by working together we are more powerful than working individually.'

The BID is a forward-thinking organisation that is prepared to listen to its business community and that's why I am prepared to give it my support'

- Tom McLynn, team leader,
Coffee #1



Theme 3

Vibrant & Accessible

'Businesses in Kings Heath could always benefit from more customers. Kings Heath BID is doing its bit to encourage footfall into the town. Without the BID, our trading prospects would be much worse. Let's face it, most good initiatives designed to promote and improve our town would fold. I am an advocate for the BID continuing'

- Janan Choudhury, Owner, Spectacle Emporium

Events are what gives Kings Heath its vibe and it's no surprise that Christmas events and the Street Festival came high on your list of priority projects. However, you have also told us that you want the BID to look at other seasonal events. Businesses away from the main High Street understandably want to be part of the action and were keen for the BID to consider signage that would give them a better profile; this is part of our third term offer.

- ▶ **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 including 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'

This theme will be monitored by:

- ▶ Levy payer feedback on Christmas activity and impact
- ▶ Footfall counts of events
- ▶ The quality and number of Christmas lights across our town
- ▶ The number of signs installed within the BID boundary

Ever seen iconic mascots such as Pudsey Bear walking around Kings Heath? The Kings Heath BID fund activity such as this to help boost footfall.





Theme 4

Supporting Your Business



Representing business interests is at the heart of Kings Heath BID but this theme is about giving you a bit extra where we can. We feel it is important that we use the power of the BID working as a collective of businesses to lobby for change and to secure opportunities. We need your feedback to really make this theme work so will be encouraging you to tell us what support you need and when.

- ▶ **Training courses** - a range of courses for Kings Heath businesses delivered in the town to cover a variety of topics including basic food hygiene, first aid and fire awareness, dressing a shop window and IT skills - 'New for BID 3'
- ▶ **Wifi system** - enabling shoppers and businesses access to the internet on the street at no cost and without restrictions on time. The system would also enable the BID team to collect footfall and vehicle flow information from any mobile phones that move through the shopping centre - 'New for BID 3 dependent on grant funding which has been identified'
- ▶ **Representing business interests** - working with other partners where appropriate, Kings Heath BID will lobby for a better deal for its levy payers on issues that affect them or securing opportunities for Kings Heath through making the right connections - 'New for BID 3'

This theme will be monitored by:

- ▶ Levy payer feedback and actions taken
- ▶ Number of training courses and their impact
- ▶ Number of representations made to public sector agencies and their impact
- ▶ Grant funding secured for wi-fi and its subsequent installation

'Without Kings Heath BID, we wouldn't have a security presence on our High Street, any Christmas Lights or promotional activities. Who would fly the flag for Kings Heath? If the BID didn't exist, I believe that would have a serious impact on footfall and subsequently, sales. It would be detrimental to all our businesses'

- James Hopwood, Manager,
Sainsburys

Finance

The cost to your business

Kings Heath BID is projected to raise circa £142K per annum based on 1.75% of the rateable value of all premises with a rateable value of £5,000 or over, approximately 286 ratepayers.

The chart below shows some typical contributions based on a 1.75% levy:

RATEABLE VALUE OF PROPERTY	ANNUAL LEVY	WEEKLY COST
< £5,000	£87.50	£1.68
< £10,000	£175	£3.37
< £15,000	£262.50	£5.05
< £25,000	£437.50	£8.41
< £50,000	£875	£16.83
< £100,000	£1,750	£33.65
< £200,000	£3,500	£67.31
< £350,000	£6,125	£117.79

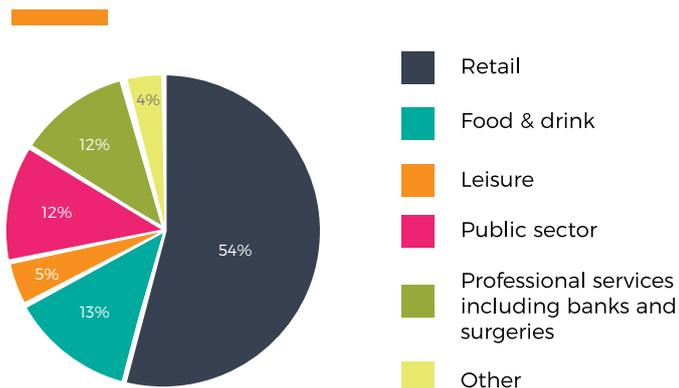
Birmingham City Council will contribute £12,000 per annum* to Kings Heath BID from its 9 hereditaments within the extended Kings Heath BID boundary. That's circa £60K over 5 years that simply won't be available if the BID doesn't proceed. Similarly, West Midlands Police will contribute £2,083* to the BID through levy payments. * correct at the time of writing - November 2017.

Birmingham City Council collect the levy on behalf of Kings Heath BID at no charge to the BID Company representing a substantive in kind contribution to the BID and minimising delivery costs.

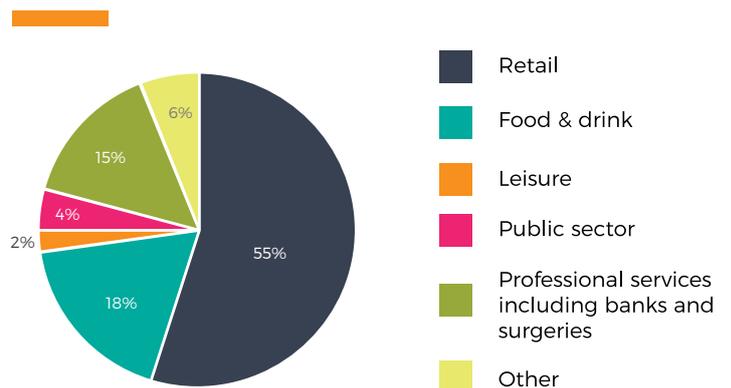
The current Kings Heath BID will cease trading on 31st March 2018. Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for Kings Heath.

These pie charts below illustrate a breakdown by business sector of those organisations contributing towards the BID.

Business Type - % by Rateable Value*



Business Type - % by Number of Businesses*



Kings Heath BID Indicative Budget 2018 -2023

	2018/19	2019/20	2020/21	2021/22	2022/23	TOTAL
BID LEVY INCOME AT 1.75% (96% COLLECTION RATE) 0% INFLATION	136,320	136,320	136,320	136,320	136,320	681,600
VOLUNTARY CONTRIBUTIONS, SPONSORSHIP & GRANTS** (INDICATIVE)	10,000	10,000	10,000	10,000	10,000	50,000
TOTAL INCOME	146,320	146,320	146,320	146,320	146,320	731,600
EXPENDITURE						
THEME 1 CLEAN, GREEN & SAFE PROJECTS	40,000	45,000	45,000	45,000	45,000	220,000
THEME 2 PROMOTED & MARKETED PROJECTS	17,000	17,000	17,000	17,000	17,000	85,000
THEME 3 VIBRANT & ACCESSIBLE PROJECTS	41,000	36,000	36,000	36,000	36,000	185,000
THEME 4 SUPPORTING YOUR BUSINESS PROJECTS	3,000	3,000	3,000	3,000	3,000	15,000
SUB TOTAL BID PROJECT EXPENDITURE	101,000	101,000	101,000	101,000	101,000	505,000
DELIVERY AND RUNNING COSTS*						
BID DELIVERY AND RUNNING COSTS	40,000	40,000	40,000	40,000	40,000	200,000
INSURANCE AND PROFESSIONAL FEES	1,500	1,500	1,500	1,500	1,500	7,500
CONTINGENCY / RENEWAL RESERVES	3,900	3,800	3,800	3,800	3,800	19,100
SUB TOTAL AND RUNNING COSTS	45,400	45,300	45,300	45,300	45,300	226,600
TOTAL EXPENDITURE PER ANNUM	146,400	146,300	146,300	146,300	146,300	731,600

*BID Delivery and Running Costs

To be open and transparent about management costs, Kings Heath's BID Manager's full-time salary costs are shown clearly within the delivery and running costs line. However, these costs could equally be allocated across all four project themes respecting that nothing can be delivered without a management resource. Low costs allocated to theme 4, Supporting Your Business reflect the fact that delivery on this project is almost solely related to staff time.

**Voluntary or additional contributions

Indicative additional contributions of circa £50,000 throughout the third term are shown in the budget. Whilst Kings Heath BID will draw up a strategy to attract additional finance, these contributions cannot be guaranteed and may be less or more than the outline budget

Alterations policy

The BID projects, costs, time-scales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary or to the levy rate would require an alteration ballot. Kings Heath BID will adhere to the 2017 ratings list throughout the five-year term to the end of March 2023.



Governance and Management of the BID

The BID Proposer

The BID proposer is Kings Heath BID, a not for profit company limited by guarantee set up in 2006 (registered in England and Wales company number 05785221). Kings Heath BID will deliver the renewed business plan should the BID be voted in for a third term.

The Local Authority, Birmingham City Council has received Kings Heath's BID proposals and The Secretary of State for Communities and Local Government has been formally notified of Kings Heath's intention to hold a renewal ballot in line with BID legislation.

Kings Heath BID operates under the terms of its Articles of Association; these articles have recently been reviewed and are currently being revised; it is the Board's intention to invite members to view the revised articles and ratify them at an Annual General Meeting to be called after the BID vote. At the same time, nominations will also be invited for new Directors and those current Directors who are willing to re-stand will require endorsement by the membership.

Currently, there are 7 Directors:

- Brett Rehling - Kitchen Garden Cafe, York Road
- Neville Summerfield - Contrasts Florists, Poplar Road
- Mahboob Yasin - Cartridge World, The Parade, High Street
- Charmain Hannaby - Winspers Florists, High Street
- Alvydas Liutaitis - Black Lab Cafe, High Street
- Frank Nutt - Frank Nutt Sewing Machines, High Street
- Janan Choudhury - Spectacle Emporium, Poplar Road

Kings Heath BID employs a BID manager who is responsible to the Board and who will deliver the projects in this business plan.

Accounts are prepared by an independent firm of accountants each year and copies are available on request. The Board of Kings Heath BID have recently reviewed all their governance procedures and policies to ensure that they meet good practice guidelines, are fair and robust.

Baseline information relating to statutory services operated by Birmingham City Council and West Midlands Police that have a direct correlation with BID projects (e.g. street cleaning) have been recorded and will be monitored by Kings Heath BID; these baselines can be viewed on the Kings Heath BID website.

Communications

Our BID Manager can be contacted by either phone or email and we are always open to hearing your feedback or ideas. Alternatively, our security warden is there to be an ambassador both for the BID and Kings Heath and is also happy to be the first point of contact. All our Board meeting agendas and notes are published on our website and levy payers are welcome to request details of our BID policies and procedures. We will also communicate via social media including Facebook.

Annually, you will receive information on how your levy has been spent and members will be invited to attend our annual general meetings - all mandatory levy payers are encouraged to apply for membership of the BID Company.



'Kings Heath is a happening, fun and vibrant town which the BID can take credit for. Family events like BIG Hoot and the Easter Egg Hunt all help to drive footfall and make Kings Heath a great place to work'

- Claire Harrington,
Assistant Manager,
Clarks

Performance and Monitoring

How do we measure the impact of Kings Heath BID?

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to businesses. We want you to see a return on your investment. We have indicated in this business plan how we will monitor performance for each of our project themes.

We will also be checking that Kings Heath BID is meeting its objectives outlined in this plan. We

will utilise any other third-party information we are able to obtain such as footfall research, occupancy rates and car park usage figures.

An annual survey of BID levy-payers will be introduced for our third term, the results of which we will share with all levy payers. Kings Heath BID Ltd will also undertake a mid-term review of its delivery against the business plan.



‘Tiger Bam employed by Kings Heath BID to do PR and Marketing are doing a great job and have really helped to promote our business.

Kings Heath are working hard with modest resources to improve our town and the results are impressive. I feel I am getting value for money.’

- Mohammed Arif, Manager, Bike Pro

Where will the BID operate?



“Our shop is close to the edge of the Kings Heath BID boundary so whilst I don’t necessarily benefit from all the events or initiatives centred around the core area, I fully support the work that King Heath BID does.

I’m passionate about improving our town and since the BID came in, the profile of Kings Heath is much better which is great for business overall.”

**- Shervon Spadano,
owner of Hair by Shervon**

The following streets are included in the Kings Heath BID area, either in whole or in part:

Addison Road
Alcester Road
Alcester Road South
All Saints Road
Bank Street
Cheshunt Place
Drayton Road
Findlay Road
Grange Road
Heathfield Road
High Street
Institute Road
Kings Court
Kingsfield Road
Mossfield Road
Mount Pleasant
Poplar Avenue
Poplar Road
Queens Avenue
Queensbridge Road
Redwood Croft
Silver Street
Springfield Drive
Station Road
Valentine Road
Vicarage Road
Waterloo Road
Woodville Road
Yew Tree Road
York Road

The boundary has been extended from the second BID term to include Yew Tree Road, Queensbridge Road and the edge of Alcester Road. This decision was taken at the Kings Heath BID Board meeting on 10th October 2017 in recognition of the fact that this northern area provides important connectivity for the town particularly if proposals to reopen the railway station progress during the third term.

In addition, consultation has taken place with head teachers of the schools within the extended boundary resulting in a spirit of co-operation and mutual benefit in forging stronger links in terms of involving young people in the BID’s events programme taking place within Kings Heaths’ commercial area or via facilitating work experience placements.

Aerial photograph (left) by Wayne Harrison

Kings Heath BID Boundary Map



Please note: This map is for illustrative purposes only and not to scale



Each year the Kings Heath BID hosts the 'Great Easter Egg Hunt' which involves local school children visiting numerous shops in search of hidden Easter Eggs.

This photo shows this years' winner, with representatives from William H Painter Funeral Directors, who donated the prizes.

‘There has been a real buzz about Kings Heath since the BID started; it does a fabulous job bringing the community together.’

**- Tracey Bowman,
Funeral Arranger, William H Painter**

The BID Rules including the Ballot

The BID Ballot

1 The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (3rd January 2018) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- a) More than 50% of those voting must vote in favour
- b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.75% of rateable value each year for five years until 31st March 2023 becomes mandatory for all eligible businesses (those with a rateable value of £5,000 or more within the BID boundary) regardless of how they voted.

2 The ballot will be conducted independently by Electoral Reform Services and will be a confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 15th February 2018) to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.

3) If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.

4) If the BID is approved through both tests being met, it will operate for five years from 1st April 2018 to 31st March 2023, delivering the projects outlined in this business plan.

5) The number of hereditaments liable for the levy is 286 (at the time of writing – November 2017).

6) The results of the ballot will be announced on Friday 16th February 2018.

The BID Levy

1) The levy rate to be paid by each hereditament or rateable premises with a rateable value of £5,000 or over will be calculated at 1.75% of its rateable value using the 2017 non-domestic ratings list throughout the BID's third term. The first BID levy under the renewed BID will be due on 1st April 2018 with subsequent levies due each year until 31st March 2023. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk

2) Under the BID regulations, Birmingham City Council will be responsible for collection of the levy on behalf of Kings Heath BID Ltd and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Kings Heath BID on a regular basis. Birmingham City Council does not charge for their collection service.

3) Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

4) Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.

5) Premises occupied by charities will be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply. Premises whose rates are entirely paid by Birmingham & Solihull Mental Health NHS Foundation Trust (Uffculme Clinic, The Old Coach House and The Old Lodge) or Birmingham Children's Hospital NHS Trust (Park View Clinic) will not be liable for the levy. This exemption does not apply to other medical practices run by other organisations.

6) The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.

7) Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.

8) The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub division, extensions and refurbishment where the hereditament has no entry in the 2017 list.

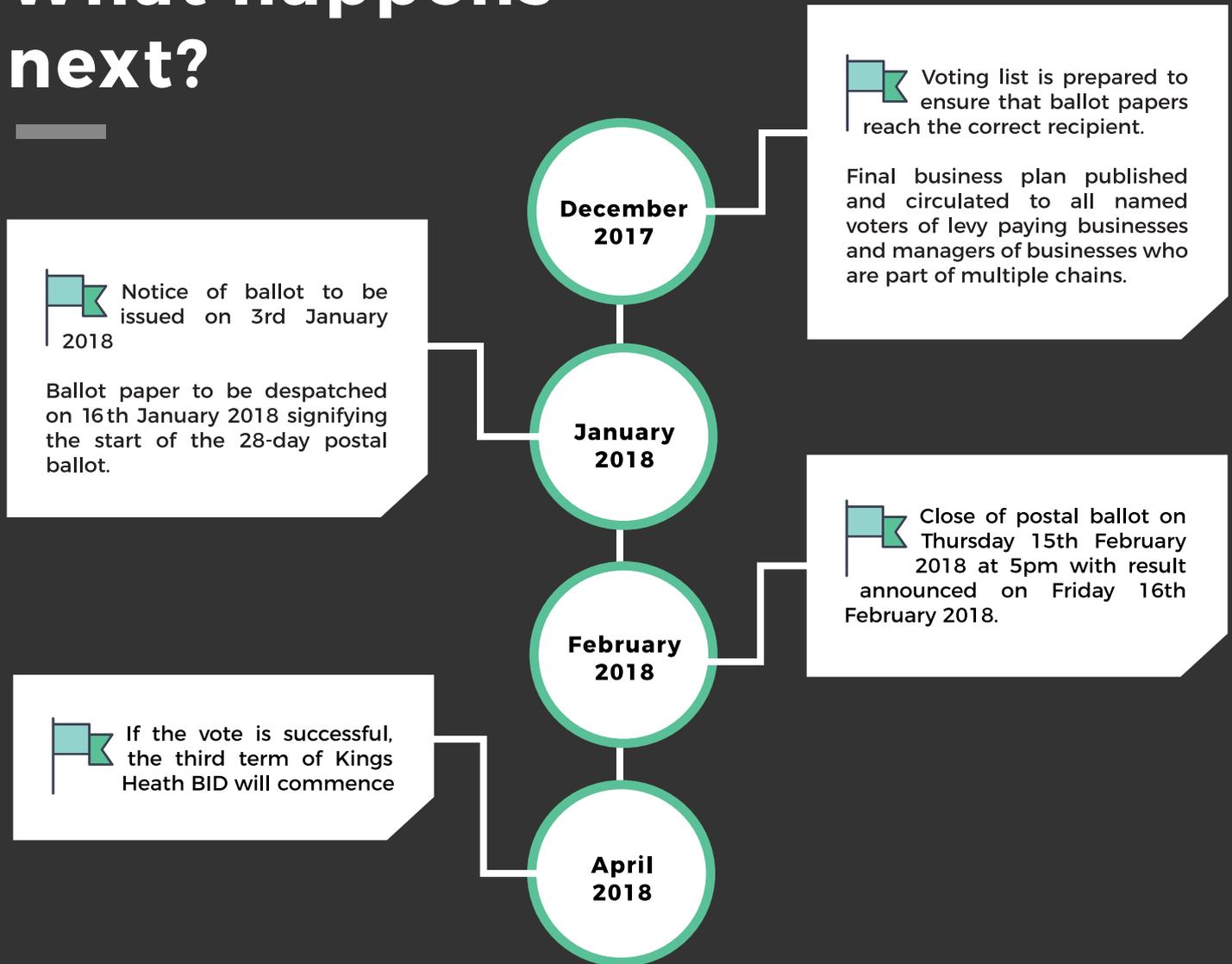
9) The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2023, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

10) The ratings list will be updated for any changes in rate-payer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

11) If a business rate-payer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property, known as 'daily charging'.

12) Services provided by statutory organisations within Kings Heath BID that have a correlation to the projects that the BID will deliver have been documented. The purpose of this is to ensure that Kings Heath BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Birmingham City Council and West Midlands Police that these baselines will be formally reviewed each year.

What happens next?



If you vote 'no', what happens

A 'no' vote means that none of the projects outlined in the business plan will be delivered and Kings Heath BID will cease to exist from 31st March 2018.

That means:

- ✗ No Security to counter shop lifting and anti-social behaviour
- ✗ No additional cleaning or graffiti removal
- ✗ No Christmas lights or annual events
- ✗ No marketing or PR done for Kings Heath or its businesses
- ✗ No floral planters or hanging baskets
- ✗ No organisation to represent your interests

A 'yes' vote means that the BID can continue delivering services and projects that businesses have said are important to them.



**Your ballot
paper will arrive
in the post on
18th January 2018.**

**What happens if I've lost my
ballot paper?**

Please email martin@enjoykingsheath.com

**'As a new Store Manager,
I have been impressed with what
Kings Heath BID has achieved.**

**The street warden is very
proactive and Kings Heath Street
Festival and markets bring
additional shoppers.**

**The BID has definitely
contributed towards a safe,
friendly shopping environment
and has helped to drive
additional footfall'**

**- Jasper Coveney, Store
Manager, Boots Kings Heath**



Remember,
on **18th January 2018**,
your ballot paper will arrive.

VOTE YES for...

- ✔ More security in Kings Heath
- ✔ More cleaning & graffiti removal in Kings Heath
- ✔ More events throughout the year and throughout Kings Heath
- ✔ Continued publicity of Kings Heath businesses
- ✔ Continued Christmas Lights & summer flower planters
- ✔ Continued voice for Kings Heath businesses

Get in touch:

Martin Mullaney
Kings Heath BID Office
1a Station Road
Kings Heath
Birmingham
B14 7SR

Telephone:
0121 444 5166

Email:
martin@enjoykingsheath.com

www.enjoykingsheath.com

Aerial photograph (top) by Wayne Harrison