

#ENJOYKINGSHEATH - BIRMINGHAM'S BEST HIGH STREET



BUSINESS PLAN 2023-2028



Introduction to the BID.

As the BID in Kings Heath approaches its 15th birthday and comes to the end of its third five-year term, it is fair to say that the last five years have been the most turbulent we have seen for many years. From the global pandemic to the local highway changes, from changing consumer behaviour to national retail contraction, your BID has been central to representing and supporting the Kings Heath business community as we have jointly sought to navigate through an unprecedented period of change.

Stability and certainty are fundamental to the ability of us all to run successful businesses, and while those things may still be some way off, a vote to see the BID enter a fourth term will reassure you that your BID can provide stability in terms of helping the business community adapt to those

changes yet to come and certainty of knowing that there is an organisation representing your best interests to both public and private sector agencies whose work have an impact on our community.



We are entering a period of exciting change, with a new railway station due to open in 2023, which will open up Kings Heath more readily to the city centre and beyond. Plus several major developments which will change the residential and business make-up of the area, and provide opportunities to work alongside and to influence Birmingham City Council to ensure that Kings Heath businesses get the best deal available.

“Sustainability” has become a buzz-word in recent years, and continuing to support Kings Heath BID

means that you have a sustainable BID that is there to ensure businesses’ views are heard. We are here to support every business to ensure that Kings Heath has a sustainable business community and it is also right that, over the next five years, we increasingly turn our attention towards environmental sustainability.

It is fair to say that, in comparison to many, many high streets, town and city centres across the UK, Kings Heath rode the Covid-19 pandemic very well. At the time of writing, we have a vacancy rate across the BID area of 4% compared to 14% nationally and there are queues of businesses seeking appropriate premises on our High Street.

Voting to continue the BID for a further five years means that we will be able to carry on doing those things that we know you value – the street wardens, the planting schemes and the events, among other things, and it also gives us all an opportunity to consider and invest in new opportunities and innovations that will continue to keep the Kings Heath business community among the best anywhere in the country.



At the end of the day, this is your BID, and we share the vision of every business in Kings Heath to trade profitably and sustainably – and that is so much easier to achieve with the BID there to help us.

Please vote yes for another five years for Kings Heath BID.

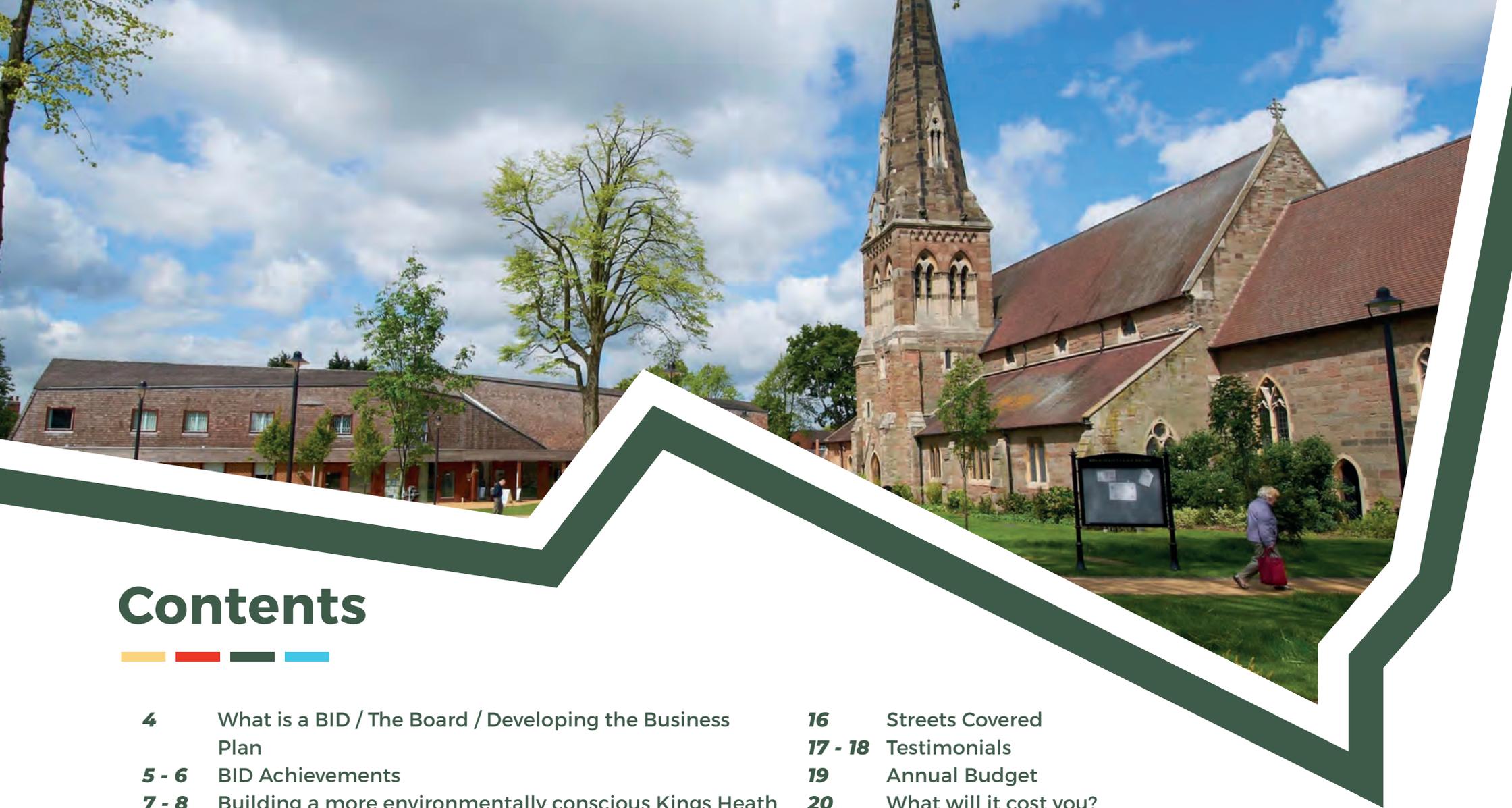


Credit: Capture Kings Heath Summer 2021

Vision,

Kings Heath BID's aim is to ensure that the business community of Kings Heath, represented by the BID, can thrive and prosper in a challenging and ever-changing town centre environment; to ensure that the needs of businesses are met, supported and represented; and to work strategically with private and public sector partners to make Kings Heath the best High Street in Birmingham for everyone who uses it.

Vote yes for another five years for Kings Heath BID.



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What is a BID?



A Business Improvement District (BID) is a geographically defined area where the business community pools their resources to invest in projects and services that improve the business environment and experiences of visitors. The BID is operated by an independent business-led, not for profit company that is committed to the area's ongoing improvement. The services that the BID delivers are additional to those provided by the local authority - they are not intended to replace them.

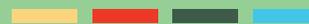
- A BID is funded by a fair and transparent levy on all eligible business occupiers within the BID area.
- A BID can only be implemented when businesses have voted in a ballot and a majority is achieved by both the number of voters, and the aggregate rateable value, of those who vote.
- A BID can operate for a maximum of five years after which a renewal ballot will need to be conducted.

Kings Heath BID began in 2008 and over the last 15 years has implemented many projects that

have contributed to the on-going development of the area. This business plan sets out the BID's proposals for the next five years.

The BID is managed by Kings Heath BID Ltd, which is a private company, limited by guarantee (Company number 05785221). The Board of Directors is comprised of businesses from Kings Heath who have a vested interest in how your investment is delivered to the area. All eligible businesses are members of the BID Company, and any business can apply to join the BID Board. The BID business plan is delivered on a day-to-day basis by our dedicated team of staff.

The Board.



Ian Vesey (EP Legal)
Chair

Colin Dickinson
(Dickinson Barbers)

Saj Hussain (Saj Capital
Ltd)

Jon Jaffa (York Supplies)

Frank Nutt (Frank Nutt
Sewing Machines)

Philip Osman (Kings
Heath CIC)

Faith Pope (Enki)

Brett Rehling (Fletcher's
Bar)

Emma Robinson (William
Hill)

Lisa Trickett (Birmingham
City Council)

Developing the Business Plan



This business plan has not been produced in isolation. Getting to this stage has involved a number of activities over the past year or so, with every stage of what you see being driven and shaped by Kings Heath's businesses.

Activities have included:

- Detailed consultation with local businesses and other organisations
- Review of business survey information by the BID Board and team
- Business networking meetings, new for 2022
- Formal notifications to Birmingham City Council and the Secretary of State
- Regular electronic mailshots to businesses
- Information updates and blogs on the BID's website, www.enjoykingsheath.com
- A comprehensive series of one-to-one meetings with businesses
- Extensive social media activity
- Contact with Head Office and Regional Managers of national businesses

Achievements.

Approximately £120,000 a year, raised from the annual BID business levy, has been pumped back into the area to make Kings Heath a more enjoyable and safer place to live, work and visit. From day to day improvements such as employing street wardens to reduce retail crime rates and implementing clean and green schemes, to curating regular events, such as the Kings Heath Street Festival, to bring the community together and increase footfall in the area.

2021 was a strong year for the Kings Heath BID! We welcomed a new full-time manager and strengthened the BID Board, achieving a full complement of directors following the BID's AGM in March. Other notable achievements of the BID include:

**GENERATED /
UPHOLDED/
PROGRAMMING PRESS
COVERAGE FOR BID
BUSINESS WITH AN
EXTERNAL PR AND MARKETING
AGENCY**

**CREATED A CALENDAR OF FREE
EVENTS FOR THE COMMUNITY
TO ATTRACT PEOPLE FROM
OUTSIDE THE AREA:**

Including:
- The Kings Heath Street Festival
- Queens Heath Pride

**UPHELD
AND IMPROVED
CLEANLINESS IN
PUBLIC AREAS**

**PROMOTED AND CONNECTED
BUSINESSES THROUGH ENJOY
KINGS HEATH ONLINE PLATFORMS**

**ENSURED SAFETY AND
ACCESSIBILITY WITH
THE EMPLOYMENT OF
SECURITY WARDENS**

**CONNECTED WITH
SCHOOLS AND FAMILIES
DEVELOPING FREE TRAILS
TO ENCOURAGE
EXPLORATION OF THE
HIGH STREET**

Including:
- The Big Kind Snowman Trail
- Great Kings Heath Easter Egg Hunt

**DEVELOPED CAMPAIGNS TO
INCREASE FOOTFALL
DURING KEY SEASONS**

Including:
- Summer of Silliness
- Festive Frivolity
- Kings Heath Magazine
- Capture Kings Heath



2021 WAS A STRONG YEAR FOR THE KINGS HEATH BID!

IN 2021 WE...

**INCREASED
FUNDING AND
INVESTMENT BY 25%**

**ARRANGED CONSULTATIONS
FOR THE LTN**

FUNDED CHRISTMAS LIGHTS

**SENT FORTNIGHTLY
NEWSLETTERS**

**REPLACED/MAINTAINED
PLANTERS**

**WORKED WITH KIER
TO ADDRESS
INFRASTRUCTURE**

**SUPPORTED VACANCY RATE FALL
TO BELOW 4%**

**SECURED A 33% INCREASE IN
TRAFFIC WARDENS
PATROLS**

**BEGAN ENSURING
SCHOOLS RECEIVE
VALUE FOR MONEY FROM
THE BID**

EXPANDED WARDEN TEAM

PRODUCED KH TRAVEL MAP

**TRIMMED BUSINESS
OVERHEADS WITH A COST
REDUCTION SCHEME**

**RE-INTRODUCED BID'S
WORKING GROUPS**

**BEGAN
ADDRESSING
ACCESSIBILITY ISSUES**

SUPPORTED STUDENTS (BCU)

WORKED WITH COUNCILS

HOMELESS OUTREACH TEAM

**HELD MONTHLY MEETINGS
WITH LOCAL POLICE**

**ARRANGED DEEP
CLEAN**

Credit: Capture Kings
Heath Summer 2021

Credit: @eilnorb

Credit: @taramroche

Credit: @laurentrace



Building a more environmentally conscious Kings Heath. 5-year budget: £51,800



The BID, and Kings Heath as a whole, has a strong tradition of enhancing the area's look and feel through the installation and maintenance of planters across the whole area. Over the years, the BID has invested significant time and money into adding colour and vibrancy to the High Street and side streets, and we have been fortunate enough to work alongside a group of resident volunteers, the Kings Heath Planter Carers group, whose green fingers keep our planters looking lovely throughout the year. Additional income from ERDF in 2021 meant that we were able to install a number of new planters across the BID area in 2022 and there will be an on-going programme of installation, upgrading and maintenance over the next five years, as well as the intention to once again enter the national "In Bloom" competition.

Another visible and vital community group with which the BID has strong links is the Brandwood and Kings Heath Litter Picker group. The BID has provided these resident volunteers with equipment over the years and continues to support the great work that they do.

Wider than just litter, the BID is committed to improving and maintaining standards of cleanliness across the BID area. Over the last five

years, it proved more economical to "buy-in" cleaning services when they were required, rather than to employ a member of staff, and in early 2022, the whole High Street underwent a deep clean.

As this plan goes to print, the BID is embarking on a project to repair, repaint and renew the various items of street furniture across the BID area, removing redundant signage at the same time and there is an aspiration for the next BID term to address the items of street furniture throughout the area that are not owned by Birmingham City Council - the utility boxes, phone boxes etc.

We have already seen the removal of a couple of unsightly BT telephone boxes and aim to see the number of these further reduced over the next five years.

Graffiti, and tagging in particular, is an ever-present issue that the BID works with the police and other service providers to tackle, and, as well as cleaning up tags, reporting offensive graffiti and in some cases painting over it ourselves. We also have a constant dialogue with West Midlands Police to report and target the most prolific offenders.



This year we want to ensure Kings Heath is as clean and green as possible - so we are launching a new locally-led high street clean initiative for 2022!

The deep-clean has already started! You may have seen contractors out on the streets beginning the clean!



If you'd like to find out more about how you can be cleaner and greener as a business, Plastic Free Moseley and Kings Heath have shared a few top tips!



Want to operate a more sustainable business? Try reducing the amount of disposable plastic you use. Follow these simple steps to start making a difference:

Key projects: Planters and planting, replacement, repair and maintenance of street furniture, cleaning and graffiti management



Promotion, exposure and vibrant events for businesses in Kings Heath. 5-year budget: £229,400

“Continue to nurture the local communities and attract new customers as we continue to support our businesses in their recovery from the Covid-19 pandemic.”

Over the next five years one of our key priorities will be to continue to nurture the local communities and attract new customers as we continue to support our businesses in their recovery from the Covid-19 pandemic.

We know that events and marketing are key pillars in the support the BID offers to businesses, and as such we will continue to create exciting and vibrant opportunities in Kings Heath.

A new marketing, promotion and events strategy

for all of our business sectors will help support this in the coming years.

Key investment will lead to an increase in footfall across the High Street, side streets and public spaces. This is of the utmost importance with developments taking place city wide, and locally, particularly with the reopening of the Kings Heath Railway Station in December 2023.

Further developing our current marketing support and creating exciting news ways to communicate with both businesses and residents will open up even more opportunities for our businesses.

Social media and digital marketing are key components which offer a collective voice to promote the area. We will continue to work with businesses to build on this and offer a range of platforms to promote the businesses, individually and collectively, in Kings Heath.

As an area Kings Heath is known for its free community events and initiatives, this is something we will continue to deliver to attract people to the BID area and to provide more opportunities for our businesses.

We will build on the success of events such as Kings Heath Street Festival, the Writer's Market, the Easter Egg trail, the Kings Snowman, Summer of Silliness, Capture Kings Heath, and most recently Queens Heath Pride with a new plan of events for the next 5 years. This will include significant investment in a new Christmas Lighting scheme, building and expanding Kings Heath Street Festival, Queens Heath Pride and developing a whole new event for the area.

Many of our businesses have benefited from marketing support and training and as part of the new strategy we will be introducing a new monthly social media and marketing surgery for BID members, giving businesses the unique access to an external PR and Marketing manager who will help support their marketing goals.

All of our marketing and events strategies and projects are ultimately designed to bring more people into the area so that businesses have more opportunities to win and retain customers.

Key projects:
Pride, Street Fest
and other events,
loyalty or gift card,
year-round lighting,
Christmas markets,
social media
broadcasting, trails
and competitions



Keeping Kings Heath safe and accessible for all.

5-year budget: £236,800

One of the most valuable resources that the BID has offered over the last five years has been the provision of the Street Warden.

At the beginning of the current term, the BID undertook to expand the service to provide coverage six days per week, and more recently it has been expanded further to include a second warden during the day as well as night-time patrols on Friday and Saturday nights.

As well as providing a reassuring presence to both shop staff and members of the public, the wardens save businesses hundreds of pounds every week by recovering stolen goods and detaining shoplifters before they can leave premises.

And, whilst crime prevention is a key aspect of the wardens' work, they engage on a daily basis with the beggars and homeless people across the BID area, signposting them to the appropriate support services.

To support the work that the wardens do, the BID uses a retail radio scheme, keeping businesses connected and alert and this is further

complemented by an online reporting system, SentrySIS, which allows businesses to report crime, anti-social behaviour and other issues that other registered businesses can view.

The BID has a good working relationship with our local Police, meeting regularly with the area team and holding regular joint patrols. Our wardens are not there to replace the Police or shops' own security teams, but they certainly help other enforcement workers to do their jobs more effectively!

Looking ahead to the next five years, we have identified that the BID needs to take a more strategic approach to dealing with crime related issues that affect our businesses. As such, we will be looking to form a recognised Business Crime Reduction Partnership, bringing together businesses, the Police and other appropriate agencies to make the area even safer for all those who use it.

The accessibility of our BID area is another area that requires a more strategic overview, and over the coming BID term, the BID team will be working with other partnerships and stakeholders

to ensure that our high street and businesses are open and accessible to a variety of users with specific needs - from additional seating and community toilets which will benefit our elderly population to helping businesses to be more wheelchair and disabled-friendly.

Kings Heath BID is aiming to become an official disabled-friendly BID area and we will be working with you all to make that happen.



Key projects: Street Wardens, Business Radios, Business Crime Reduction Partnership, SentrySIS online reporting, improving accessibility for elderly and disabled, charitable giving



Nurturing and supporting our business network.

5-year budget: £37,000



Supporting the business community of Kings Heath is fundamentally what the BID is here to do.

We recently began holding networking meetings at venues around the BID area, encouraging businesses to get to know each other and to work more closely with each other. By strengthening our community of businesses, the whole area can benefit. The BID has also sought to develop links between a key section of our levy paying community, the schools, and the wider business community. As well as opening up opportunities for the schools with the commercial businesses in the area, we have been able to begin helping staff and students alike to appreciate the role that these institutions play in the BID and Kings Heath high street.

Equally, over the last five years, the BID has run a variety of training courses and has signposted to others.

We have an exciting opportunity looking ahead to offer, for free, access to a wide range of online training courses for all BID businesses and their employees. From sales and customer service to Microsoft Office and Wellbeing, you and your team

can upskill at a time and pace that works for your business. At a time when recruitment is increasingly challenging, this offer will also make your business more attractive to potential new employees.

The BID team supports individual businesses, groups of business and the business community as a whole every single day. Whether that comes in the form of marketing support, crime reduction, specific business issues or strategic relationships, the BID has been supporting the business community of Kings Heath for the last 15 years and is the only body available to keep working on behalf of the BID businesses in the years to come.

Our partnerships with public sector partners, as well as private sector businesses (whether they are paying a BID levy or otherwise), means that, across a wide range of service provision, the BID is working daily to ensure that Kings Heath businesses are properly, appropriately and adequately represented.

The BID acts as a fulcrum between the public and private sectors, disseminating important information and support to the business

community, while providing solutions by removing the bureaucracy that many businesses find challenging.

This is something you will have seen over the last five years, principally during the Covid pandemic and various lockdowns, and also with planning applications, Council enforcement, Police presence at meetings and on the high street and more.

And, looking ahead, the role that the BID plays will remain as vital as it ever has. Kings Heath railway station is due to open in 2023, and we have major residential and commercial developments both planned and underway and more are sure to come forward.

Every business has its own view on the LTN and, whatever is still to come with future changes to traffic infrastructure, the BID will continue to work with and influence Birmingham City Council to ensure that individual and collective business interests are not harmed - and also to ensure that adequate alternative and sustainable transport measures are put in place to offset any challenges raised by the LTN.





3 places available for FREE first aid course for Kings Heath BID members - - Monday 17th February, 9.15am to 3pm

Dear Kings Heath BID limited member,

The Kings Heath Business Improvement District ('Kings Heath BID') team have three places available for a 'Emergency First Aid at Work course on Monday 17th February, 9.15am to 3pm at Fletchers Bar, York Road. It is FREE to attend.

Please could you let us know if you or any of your employees would like to attend, by e-mailing martin@enjoykingsheath.com

The two courses are:

- Basic Fire Awareness
- Emergency First Aid at Work

Both courses will be held at Fletchers bar, York Road, during normal office hours mid-week

Details on the course

Emergency First Aid
Duration: 5.15pm



Credit: Capture Kings Heath



FREE TRAINING!

As a part of our exciting plans for the future of the BID, we are looking at improving the training offer we can provide to you and your staff.

If the BID carries on into a fourth term, SeedL are one of the training providers that we are considering working with. They offer a wide variety of training courses, carried out online, that you and your team will be able to access for free!

SeedL have very kindly offered us the opportunity to dip into one of their forthcoming courses, details of which are below. If you or any of your staff would like to give it a go, simply follow the link to register.

Steps to a Great Service – Retail
July 21st 11am

<https://us06web.zoom.us/j/8016577218465?pwd=NkNlc0lUeU5Sc2R2aDZmYyVjZm9k>

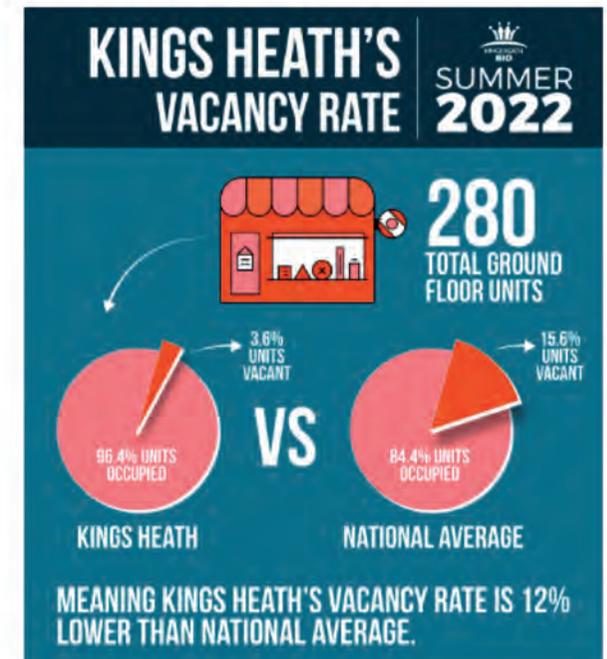
REGISTER FOR JULY 21ST

Key projects: Training, strategic opportunities, collective waste agreements, costs reduction



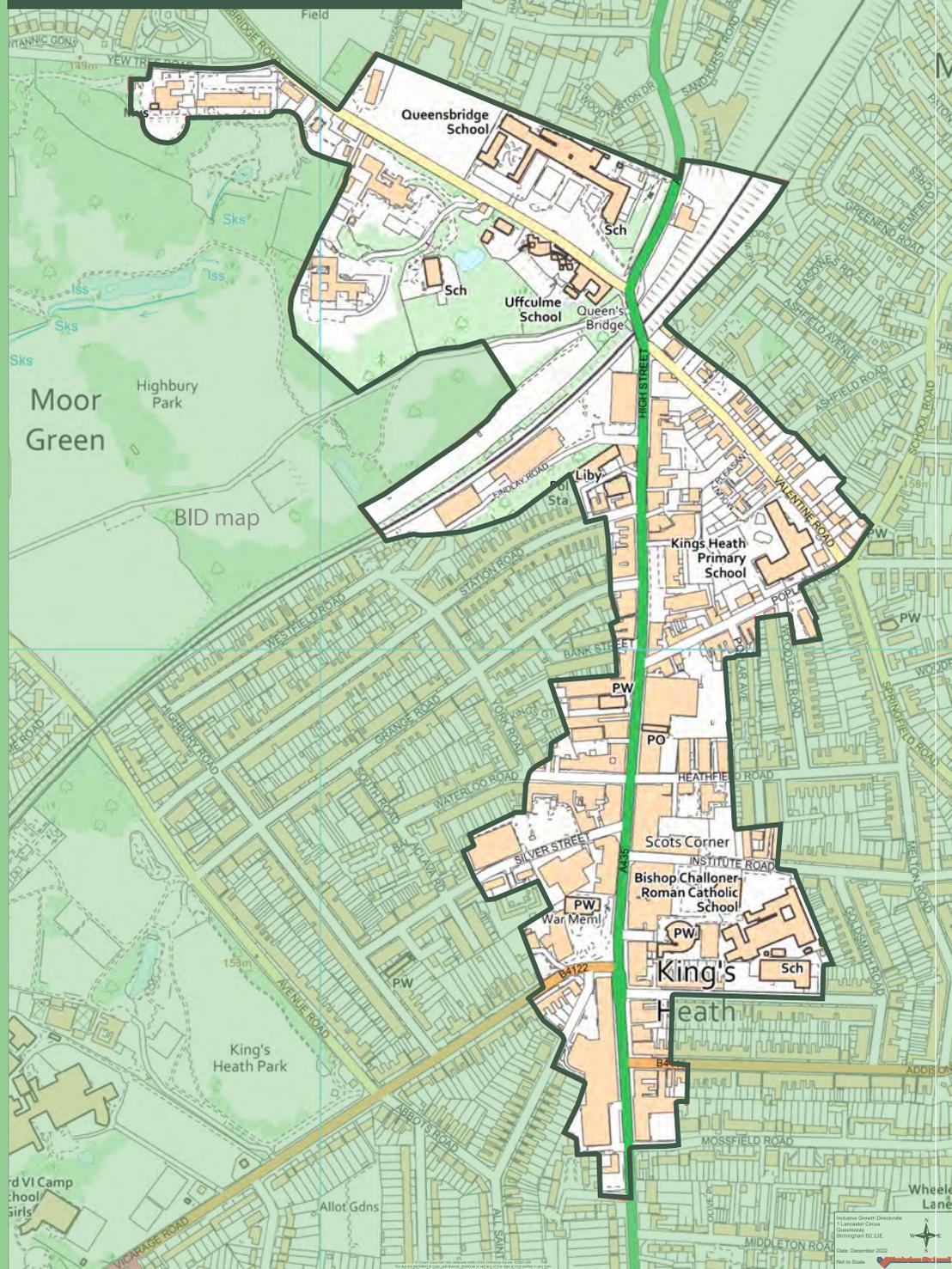
A GREAT RESULT FOR KINGS HEATH!

Our latest vacancy report has once again shown that Kings Heath is ahead of National Average when it comes to keeping our High Street full of amazing shops, bars, restaurants and offices!



Kings Heath BID

Proposed boundary for 2023 renewal



The only change to the existing BID boundary sees both sides of Valentine Road come into the BID area, rather than just the south side of the street. The BID boundary runs from Yew Tree Road and Queensbridge Road in the north to Mossfield Road and Redwood Croft in the south and includes the commercial businesses on the side streets to the east and west of the High Street and Alcester Road South.



Streets covered in whole or in part by Kings Heath BID:


ADDISON ROAD


ALCESTER ROAD


ALCESTER ROAD SOUTH


ALL SAINTS ROAD


DRAYTON ROAD


FINDLAY ROAD


GRANGE ROAD


HEATHFIELD ROAD


HIGH STREET


INSTITUTE ROAD


KINGSFIELD ROAD


POPLAR ROAD


QUEENSBRIDGE ROAD


SILVER STREET


STATION ROAD


VALENTINE ROAD


VICARAGE ROAD


WATERLOO ROAD


YEW TREE ROAD


YORK ROAD



Testimonials

"The delivery service was really great for the business, that was probably the one thing that really sticks out to me and the thing that has made such a difference for Enki."

Faith Pope - Enki

"Queensbridge school would like to thank Kings Heath BID for its help with our Careers Day. We look forward to working together in the future for the benefit of our pupils and the wider community."

Queensbridge School

"The Kings Heath BID has helped support ourselves and the KH Business community in so many ways. The street wardens provide a valuable service and give support to many businesses. The team has also developed events that have promoted Kings Heath to a wider audience."

Hare & Hounds

"Business Improvement Districts play a vital role in supporting the regeneration and revitalisation of our High Streets. Kings Heath is a fantastic example of this, with the local BID helping to attract investment from new and exciting businesses, whilst also helping to sustain the existing important anchor stores."

"These are truly exciting times for Kings Heath with the restoration of rail services to the suburb, and I look forward to working with the BID to consolidate Kings Heath as a flourishing local centre."

Andy Street - Mayor of the West Midlands

"The current BID has shown great interest in what we do, and is always on hand asking how they can help keep us up to date with events they organise bringing life to our highstreet. The BID manager often pops in for a chat, who is genuinely interested in our enterprise. The BID's social media presence is also great, it's nice to see what is happening throughout the entire length of the highstreet and wider community"

Sara Aboutourabi - Art Rooms



*"KH BID has been invaluable, we were able to contact them for advice throughout our property search, constantly keeping us updated."
"The community, the people, the inclusivity, the already warm and friendly group of independents, made it the obvious place for The Heath Bookshop."*

Claire Dawes - The Heath Bookshop

"I wanted to say a massive thanks to the BID security team. Our business had a spate of thefts of customers bicycles from outside of our unit. We partnered with the security officers of the BID to offer regular patrols and fixed security on certain evenings. Their presence and positive action actively deterred thefts and the problem has been addressed."

I and my customers are super grateful for the BID teams support and their proactive attempts to address crime and anti-social behaviour."

**James Connolly -
Gorilla Coffee**

"The BID does an amazing job of reminding us residents of how lucky we are to have so much choice on our doorstep. It champions the diversity of our community as much as it does the diversity of our high street!"

Joe Lycett

"The BID in Kings Heath is a very important ingredient in helping our area grow and thrive. It brings businesses and communities together to celebrate what a wonderful place we are living in"

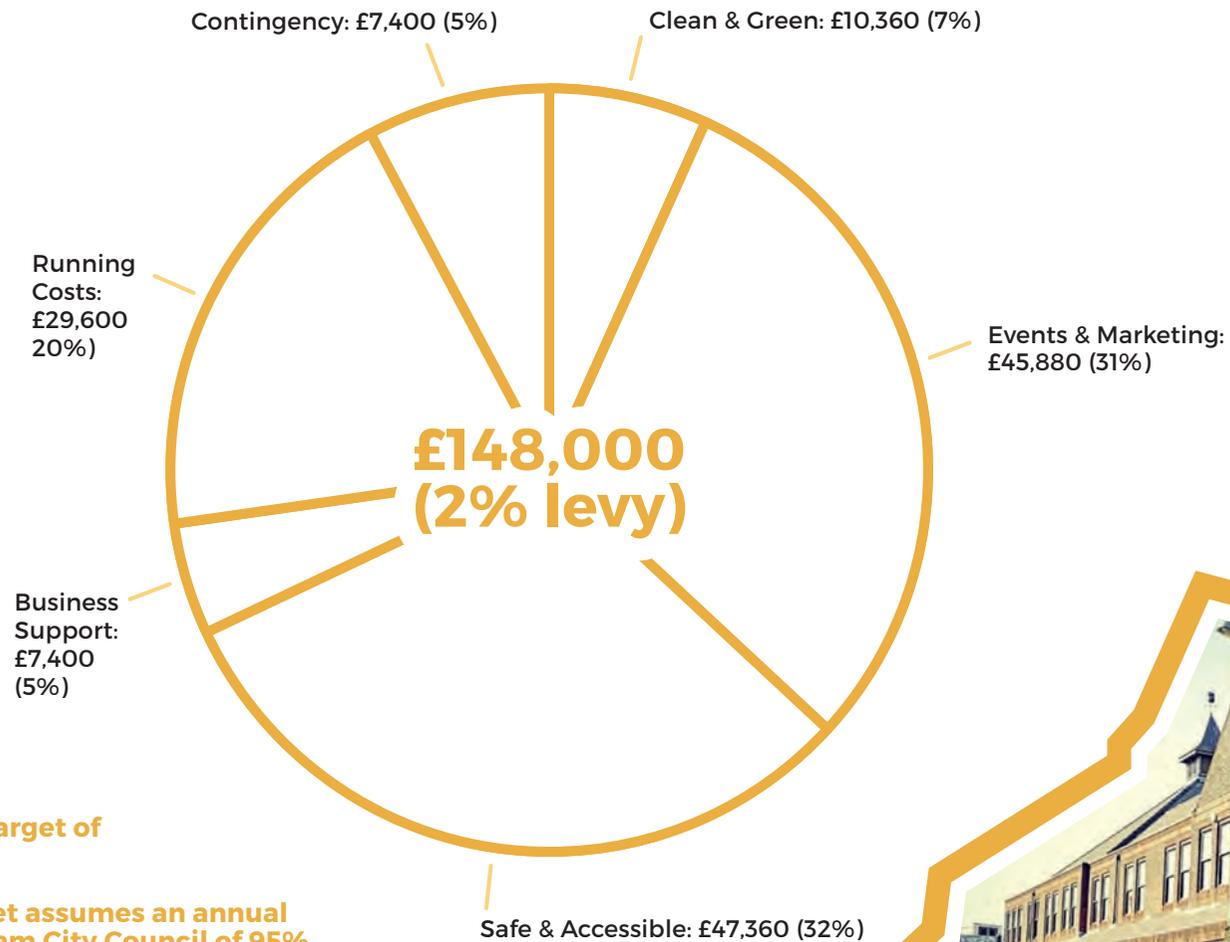
Janice connolly / Barbara Nice

"The close working relationship between the BID and West Midlands Police is greatly valued by police officers and staff, and it is making a major contribution to keeping the high street safe for staff and visitors."

**Tom McNeil, Assistant Police & Crime
Commissioner for the West Midlands
and Kings Heath Resident**



Annual Budget



Additional income annual target of 15% of levy income.

- The 5% contingency budget assumes an annual collection rate by Birmingham City Council of 95% of the total levy amount billed each year

- Staff costs are proportionally allocated across budget areas as this reflects the project management work of the BID team

- The additional income target is not included in the budget figures



What it will cost you?



THE AVERAGE RATEABLE VALUE FOR ELIGIBLE BUSINESSES IS £29,137
THIS EQUATES TO AN ANNUAL LEVY PAYMENT OF
£583

HOWEVER...



NEARLY 60% OF BUSINESSES WILL PAY THE EQUIVALENT OF
£1 PER DAY OR LESS

OVER A YEAR THAT MEANS...



£25.55 ON CLEAN & GREEN PROJECTS
INCLUDING INSTALLATION AND MAINTENANCE OF PLANTERS AND A ROLLING PROGRAM OF CLEANING AND MAINTENANCE



£18.25 ON BUSINESS SUPPORT PROJECTS
INCLUDING ACCESS TO A HIGH SPEC TRAINING PLATFORM, FREE TO YOU AND ALL OF YOUR STAFF



£113.15 ON EVENTS & MARKETING PROJECTS
INCLUDING CHRISTMAS LIGHTING, SOCIAL MEDIA EXPOSURE TO THE LOCAL PUBLIC, EVENTS AND LOCAL LOYALTY



£73.00 ON RUNNING COSTS
INCLUDING OUR OFFICE SPACE AND VITAL UTILITIES SUCH AS PHONES AND COMPUTERS, INSURANCE AND BANKING COSTS



£116.80 ON SAFE & ACCESSIBLE PROJECTS
INCLUDING THE STREET WARDEN TEAM, THE RETAIL RADIO SCHEME AND A CO-ORDINATED CRIME REDUCTION PARTNERSHIP

What are the benefits?



**A CLEANER AND GREENER ENVIRONMENT
FOR YOU AND YOUR PEOPLE TO COME TO WORK IN
AND FOR YOUR CUSTOMERS TO ENJOY**



**REGULAR PROMOTION FOR YOUR BUSINESS
AND DAILY MESSAGES TO OUR 10K+ AUDIENCE
THAT THERE'S NOWHERE BETTER TO SPEND TIME THAN KINGS HEATH**



**A SAFE HIGH STREET
WHERE CRIMINALITY ISN'T TOLERATED AND
THE AT-RISK POPULATION ARE SIGNPOSTED AND SUPPORTED**



**UPSKILLED AND MORE MOTIVATED STAFF
REDUCING STAFF TURNOVER AND GIVING YOU
MORE TIME AND SKILLS IN YOUR BUSINESS**

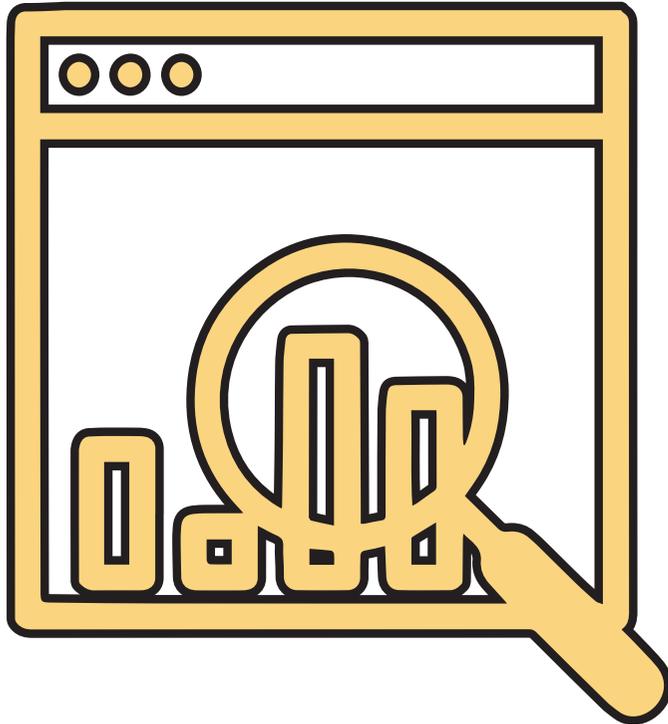


**ONE ORGANISATION THAT CAN REPRESENT YOU
AND ALL THE BUSINESSES IN KH TO ENSURE WE GET THE
SERVICES WE DESERVE FROM OUR PUBLIC SECTOR PARTNERS**

Monitoring Performance



Kings Heath BID will establish a number of key performance indicators to measure the impact of its projects. These will include:



MEASURING AND REPORTING ON A SUITE OF TOWN CENTRE PERFORMANCE INDICATORS, INCLUDING SALES PERFORMANCE, PEDESTRIAN FOOTFALL AND VACANCY RATES

SAMPLING BUSINESS OPINION THROUGH REGULAR SURVEYS TO GAIN DETAILED FEEDBACK ON YOUR PERCEPTION OF THE PERFORMANCE OF THE HIGH STREET AND THE BID

TRACKING HOW THE PERCEPTION OF KINGS HEATH IS IMPROVING IN THE EYES OF OUR VISITORS THROUGH CONDUCTING REGULAR CUSTOMER SURVEYS

KEEPING BID LEVY PAYERS INFORMED ON BOTH OUR PROGRESS AND ACTIVITIES BY PRODUCING AND DISTRIBUTING AN ANNUAL REPORT

In addition, the BID will also communicate to all Kings Heath BID levy payers regularly through email bulletins, newsletters, social media, via our website and through regular networking and individual meetings. As a levy payer, you are always welcome to speak to one of the Board or BID team.



Voting

All hereditaments (rateable properties) listed on the National Non-Domestic Rates (NNDR) list as of the date 6th February 2023, within the area defined by our BID map (page 15) will have the opportunity to vote for the renewal of the Kings Heath BID, with the exception of exempt hereditaments within the area.

Exempt hereditaments are those that have a rateable value (RV) of less than £5,000, schools, and those whose rates are entirely paid by Birmingham and Solihull Mental Health NHS Foundation Trust or Birmingham Children's Hospital Trust. Hereditaments that are not required to pay the BID levy are not eligible to vote, however any business within the boundary can make a voluntary contribution to the BID if they wish to, but will still not be eligible to vote.

The BID ballot will commence on 8th March 2023 and will be a 28-day postal ballot. All votes will need to be received by 5pm on Wednesday 5th April 2023 by Civica Election Services, an independent organisation conducting the ballot on behalf of Birmingham City Council, the ballot holder. The result should be announced by 5pm the following day. The costs of the ballot are being met by Birmingham City Council.

Where a hereditament is vacant, undergoing refurbishment or being demolished, the registered business ratepayer will be entitled to vote.

For the BID to continue to operate for another 5 years, two conditions must be met:

1. Of the votes cast, more than 50% must vote yes
2. The "yes" must represent more than 50% of the total rateable value of all votes cast

Upon receiving the results, if both the above requirements are met, Kings Heath BID will begin a new five-year term one day later, on 7th April 2023, with all eligible hereditaments within the BID area required to pay the BID levy annually from 7th April 2023 until 6th April 2028.

How much will you pay?

If the BID ballot is successful, every eligible business within the BID boundary will pay an annual levy of 2% of their rateable value based on the active NNDR list from 1st April 2023.

Any future changes to rateable values in updates of the National Non-Domestic Ratings List, or future mechanisms replacing the National Non-Domestic Ratings List may be reflected in a corresponding change to the BID levy payment for the following financial year at the discretion of the BID Board.

The BID levy will be payable by the liable party. Where the liable party changes during the financial year, the BID levy will be apportioned accordingly and calculated on a daily basis. The BID levy may increase each year by the annual inflationary factor for Local Non-Domestic rate bills as calculated by the Government. This will be at the discretion of the Board of Directors.

There will be no maximum cap for any single hereditament within our BID area.

Discounts

There will be no reduction to the BID levy. Exemptions, relief, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988 will not apply. Those responsible for unoccupied and part-occupied hereditaments will be liable for the full BID levy, there will be no relief for vacant properties.

Alteration of BID arrangements

The BID levy rate and/or the BID area cannot be altered without another BID ballot.

The BID projects and budgets can be altered subject to approval by the BID company's Board of Directors, providing these changes fall within the resources available to the BID. This may be

necessary due to local circumstances and conditions changing during the five-year duration of the BID.

Rateable Value Changes

Where a property is removed from the NNDR list entirely (e.g. due to demolition, a split or merged assessment or a change of use to residential), the BID levy will be due up to the day before the schedule from the VOA is issued and the annual BID levy will be apportioned accordingly.

Where a new assessment is brought into the NNDR list (e.g. a newly built property or merger), the BID levy will be due on the new assessment from the effective date of entry into the NNDR list. The annual BID levy will be apportioned accordingly (unless the property is exempt as outlined above) and will be calculated on the basis of a daily rate from the date the new entry appears in the NNDR list.

Levy Collection

The BID levy will be collected by Birmingham City Council on behalf of Kings Heath BID and transferred to the BID company to be spent in accordance with the BID plan. The BID income is controlled and managed by those that pay the levy and will bring in approximately £148,000 per annum for a five-year period. Of the total income, 5% will be held back to cover potential bad debts. If this is not required, it will be spent on further BID projects. Kings Heath BID will actively seek other sources of additional income through grants, commercial enterprise and sponsorship to supplement the BID income and generate better value for businesses in our BID area.

The collection of a BID levy for a fourth term of Kings Heath BID would commence on 8th April 2023 and businesses will be billed annually for the duration of the term.

Governance

Kings Heath Business Improvement District Ltd is an independent and private sector led "not for profit" company limited by guarantee (Company number: 05785221) and will be the company that will provide the services set out in these proposals.

The voluntary Kings Heath BID Board of Directors will be made up of Kings Heath BID levy paying businesses and where possible will represent a cross-section of the levy paying industries based in Kings Heath; additional members may be co-opted as required. The Board of Directors will be responsible for financial arrangements, contractual obligation, human resources, standards and compliance with strategic direction and the company's stated objectives. The proposed budget may be altered with the approval of the Board of Directors to adapt to changes in circumstances as the fourth term progresses.

At the first AGM following a successful renewal ballot, the Board will be required to stand down and seek re-election.

The BID Board will continue to:

- Be subject to independent, accredited, external scrutiny and, via its independent accountants, produce and submit an annual report, annual accounts and statutory financial and corporation tax returns
- Produce formal updates to BID levy payers
- Facilitate the rotation of board representatives as required, always seeking to replace vacant positions

Baselines Statements of Public Bodies



West Midlands Police and Birmingham City Council produce Statements of Baseline Services on the specific service areas they are responsible for delivering within the BID area. These documents define the benchmarks for the provision of these services and the fact that any change will not disproportionately impact upon the BID area more than any other area outside the BID Boundary. They also cover how the services will be measured.

Birmingham City Council baselines include:

✓
Highway Maintenance – including lighting and signage

✓
Grounds Maintenance and Arboricultural Services

✓
Street Cleansing

✓
Parking Management

Other Public Bodies:

- West Midlands Police

The process of having created the baseline statements will ensure that the BID levy is invested in additional services and does not replace or backfill existing provision.

The full statements can be viewed on the BID website: www.enjoykingsheath.com along with the draft Operating Agreement, which sets out the financial relationship between Birmingham City Council and Kings Heath BID for the duration of the BID's term from 2023 to 2028.



Credit: @angiebrown



Credit: @hungryhenryharry

Ballot Timetable



Final Thoughts.

Kings Heath Business Improvement District has been serving the business community of Kings Heath for nearly 15 years. In that time, a lot has been achieved and a lot has changed, but our High Street has always performed well and is highly valued by residents, visitors and all the people who come to work here.

As we look ahead to the next five years, we are once again looking at a period of further change, with new residential developments, bringing in many new customers, both young and old, and commercial developments which will continue to alter the make-up of our commercial area.

The BID is the only organisation in the area set up specifically to serve and support the needs of the businesses within the BID area. From the overall appearance and feel of the High Street to the security and safety of all those who use it; and from encouraging residents and visitors to use it, to helping businesses grow and thrive, your BID will continue to do everything it can to see Kings Heath, and all of its businesses, continue to prosper into the future.

¹ 1 day after the expected date of the publication of the ballot result

DATE	BALLOT STAGE
Wednesday 22nd February 2023	The Notice of Ballot will be sent to all eligible voters by this date
Wednesday 8th March 2023	Ballot papers will be posted to all voters
Wednesday 5th April 2023	The last day voters can vote. The ballot paper must be received by 5pm
Thursday 6th April 2023	Declaration of Kings Heath BID ballot result (at the earliest, may come later)
Friday 7th April 2023	Commencement of new five-year BID term ¹



What you'll lose...



- ⊗ CHRISTMAS LIGHTS
- ⊗ HIGH STREET SECURITY
- ⊗ EVENTS
- ⊗ ENJOY KINGS HEATH
- ⊗ RETAIL RADIO
- ⊗ NEWSLETTERS
- ⊗ PARTNERSHIPS WITH POLICE AND BCC
- ⊗ CO-ORDINATED VOICE FOR BUSINESS
- ⊗ PLANTERS
- ⊗ INDIVIDUAL SUPPORT TO YOUR BUSINESS



**Vote yes for another
five years for Kings
Heath BID.**



— — — —

Supporting the business community of Birmingham's best high street

— — — —

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