



KINGS HEATH BID ANNUAL REPORT 2022-2023

Chair's Report

It's been a turbulent year or so for your BID, but as I write this, I'm pleased to be able to say that, with a five-year term now ahead of us, we have an opportunity to deliver some exciting and innovative new projects – over and above what is in our business plan – and to work hard at unifying the businesses of Kings Heath and making sure that our business community truly is a community of businesses.



This Annual Report covers the period from the start of May 2022 to the end of March 2023 (we've adjusted the BID's accounting year slightly to align with standard financial years). It's a time period which saw an unprecedented two renewal ballots with the associated time and financial costs, so in terms of project delivery, the year was perhaps slightly quieter than other years. Nonetheless, the BID did still manage to further increase the Street Warden provision, maintain its social media presence, further enhance planting schemes around the area, put on some events and do lots more besides – all of which is detailed further on in this report.

The BID was further hampered by the implementation by Birmingham City Council of a new IT system, which has clearly had much farther-reaching implications than just delaying our income by a few months. The current situation within the council has led to further changes in its relationship with BIDs across the city and will hopefully see an improvement in standards as we look to the future.

Over the year, the BID saw further changes to its Board, with Directors retiring from the BID as well as from their own businesses and we view the coming five years as a great opportunity to bring in a new cohort of Directors to complement those who have been with us for some time. Our participation in a quarterly national vacancy rate survey shows that Kings Heath high street has among the lowest level of empty shops as anywhere in the country and both the mix of businesses and levels of footfall remain healthy and strong in comparison to other centres. At the end of the current term, Kings Heath BID will have been in existence for 20 years. We are one of the oldest BID areas in the country and I, along with my fellow Directors and the staff team are genuinely excited about what our wonderful high street will look like the next time we ask you to endorse us at a ballot in 2028.

Ian Vesey
Chair, Kings Heath BID

Clean and Green

In 2022-23, the BID continued to invest in new planters and planting schemes around the BID area. In addition to a series of new planters on Poplar Road, we also worked with the National Trust to secure two planter benches from the Commonwealth Games as a legacy gift from the City to Kings Heath high street.

We liaised with Birmingham City Council to provide alternative transport and secured the expansion of the e-scooter scheme as well as taking possession of an electric cargo bike, available for free use for any BID business.

The BID also worked with both the council and businesses on its various traffic schemes, securing business-only consultation events about the expansion of the LTN scheme and providing feedback from businesses regarding parking along the high street.

We worked closely with resident-led volunteer groups such as the Planter Carers and Brandwood & Kings Heath Litter Pickers to ensure that the BID area is kept both clean and green and saw other volunteers regularly out and about dealing with graffiti hot-spots.



Marketing and Events

Whilst continuing to promote businesses and the high street across our existing @enjoykingsheath social media platforms and website, in 2022, the BID also introduced both TikTok and LinkedIn accounts.

Over the course of the year, we took advantage of BT's community provision to place adverts in the hubs along the high street for events and the BID renewal campaign.

We increased the BID's visibility by placing our brand on those planters that we have installed and maintain and we introduced an Employee Rewards card aimed at encouraging people who already work here to spend more time and money in other Kings Heath businesses.

It was a fairly slow year for events, but with a pedestrianised York Road, it became easier to co-ordinate the events of other groups and to properly establish Queens Heath Pride for the first time. Pride has already become a cornerstone event for Kings Heath and, bringing back Kings Heath Street Fest, which we were able to do later on in 2023 has given the BID a foundation for several key events over the year for our resident and visitor communities – in addition, of course, to third-party events which are great for the area, such as the monthly Artisan Market.

Vibrant, Accessible and Safe

The Street Warden team have, in recent times, become a key deliverable for the BID, providing a return on investment for businesses large and small by preventing shoplifting, dealing with persistent and aggressive beggars and other such anti-social behaviour and, of course, providing a reassuring presence for customers on the high street.

Lots of businesses are connected to the retail radio scheme, which is another tool to help businesses reduce losses and in 2022, we even carried out a walkabout with a Police Cadet group from one of the local secondary schools, highlighting the value that teenagers bring to our high street and also the responsibilities that they themselves have as users of the BID area.

We were able to install a bleed kit on the high street in summer 2022 and have seen a small increase in the number of defibrillators around the high street.

Work on Kings Heath railway station began in 2022 and, while the opening has been delayed, work is on-going and we have recently seen hoardings around the site updated to include images of businesses around the area that we were able to provide to the West Midlands Rail Executive.

Supporting your business

Supporting our business community is at the core of everything the BID does. Shortly after the BID's first business plan went to print in autumn 2022, the "cost of living crisis" hit the national lexicon and we were able to address that at the start of 2023 by bringing in experts to help businesses reduce their overheads.

Whilst the LTN has remained both controversial and divisive since it first arrived in 2020, the BID has continued to develop resources to help our businesses and to work with and challenge Birmingham City Council to ensure that the impact on businesses is minimised as they seek to adjust to changing trading conditions.

Regular communications are key to help businesses understand what the BID does behind the scenes, so updating the enjoy Kings Heath website, monthly e-newsletters and a new WhatsApp broadcast list have all helped to keep you abreast of what we are doing on your behalf.

Over the year, we also introduced regular networking events at various venues around the area, created a jobs board on the website and carried out an average of over 100 unique business visits per month.



Photo: Sally Brooks

Financial Report

BID Accounts 1 May 2022 - 31st March 2023

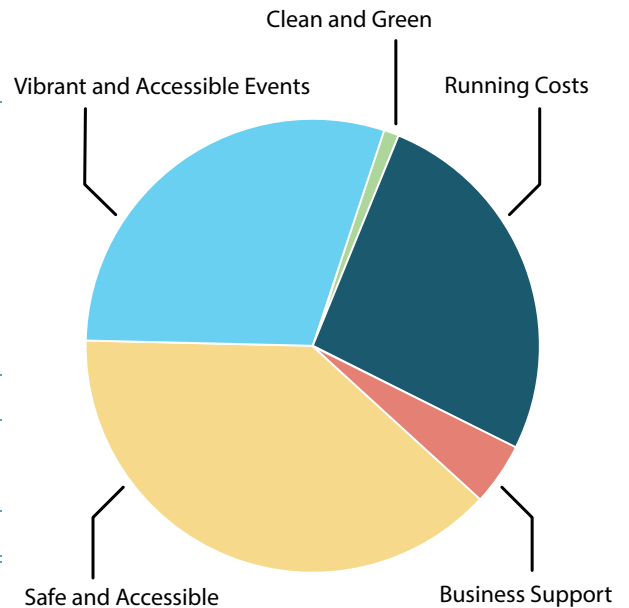
Income

Levy Income	131,486.10
Vibrant and Accessible Events Income	6,758.33
Safe and Accessible Scheme	1,860.66
Other Income	211.84
Total Income	£140,316.93
GROSS PROFIT	£140,316.93

Expenses

Legal and Professional Fees	1,843.85
Running Costs	37,991.97
Clean and Green Costs	2,059.70
Safe and Accessible Costs	58,759.64
Vibrant and Accessible Events Costs	45,080.00
Business Support Costs	5,918.93
Total Expenses	£151,654.09
NET OPERATING INCOME	£ -11,337.16

NET INCOME £ -11,337.16



Kings Heath BID Board

Ian Vesey (Chair)	EP Legal
Katy Bayliss	Root13
Joe Fearn	CircusMASH
Jonathan Jaffa	York Supplies
John Paul McCaughey	Schooners Bar
Philip Osman	Kings Heath CIC
Faith Pope	Enki
Brett Rehling	Fletcher's Bar
Prasad Rodrigo	RES Accountants/Subway
CIlr Lisa Trickett	Birmingham City Council

