



JEWELLERY QUARTER BID
Life in the Quarter

**JEWELLERY QUARTER BUSINESS
IMPROVEMENT DISTRICT (JQBID)**

Statutory Explanatory Notes
APRIL 2016



Overview

The Jewellery Quarter BID commenced on 1st September 2012 and works under the umbrella of the Jewellery Quarter Development Trust. The BID's role is to promote and enhance the Jewellery Quarter on behalf of the BID Levy Payers. The BID businesses are represented by the BID Management Committee which is made up of BID Levy Payers. Beyond this, BID Levy payers' views and ideas are regularly sought through feedback and individual meetings with the JQBID Ambassadors or the JQBID Manager. Activities and updates are provided in the quarterly newsletter and on our website www.jewelleryquarter.net

BID Work Themes

Briefly, the agreed programmes are:

More attractive, tidier and cleaner

- Public Realm enhancement and de-cluttering of streets
- Deep street cleansing
- Floral Dressing
- Bring into use derelict buildings/improve aesthetics and planning

Safer and more welcoming

- Close ties with the local Neighbourhood Police Team
- Jewellery Quarter Ambassadors

Promoting and marketing

- Targeted media campaigns and promotions
- Christmas lights
- Festivals, events and markets
- Management of Jewellery Quarter website and Quarter Life Magazine
- Networking events (in partnership with the Jewellery Quarter Association)

Business led and managed Jewellery Quarter

- BID Team dedicated to the delivery of the BID proposals

Achievements to date

The focus of the third year, with levy payers always at the forefront, is to maintain and expand on our successful BID programme while assisting the development of other legacy projects in the Quarter. Some of our achievements to date include:

Events and animation

- Held our first JQBID Jewellery Quarter Festival in 2015 which attracted 9,000 visitors over one weekend.
- Held first Open Studios trail as part of JQ Festival '15.
- Birmingham International Jazz & Blues Festival 2015 in JQ
- Monthly JQ StrEATmarkets on Golden Square throughout Summer 2015.
- Christmas Lights Switch on in Golden Square with fireworks display which attracted 200 people.
- Encouraged cycling in JQ with free bike servicing, storage and repairs in regular JQ BIG BIKE DAYS.
- Quarter Lifestyle event with over 20 JQ exhibitors and 100 guests.
- Main sponsors of Birmingham Beer & Cider Festival 2015 which attracted over 5,000 to the area.
- Encouraged local businesses to participate in Small Business Saturday 2015.
- Cleaning of newly opened public space, Golden Square on Warstone Lane.
- Part of Birmingham's Floral Trail 2014 with two floral features in the JQ.
- Expanded summer floral displays across the Jewellery Quarter every year.
- Sponsored two Owls in the City wide BIG HOOT initiative in Summer 2015, which brought 1,000s.
- JQ Christmas Lights expanded to 100+ including 15 solar powered Christmas trees in St Pauls Square and a 30ft Christmas tree in Golden Square.
- Part-funded the rejuvenation of the 'Red Bridge' at Ludgate hill including painting and illumination to make it safer at night.

- Funded heritage lighting upgrade across areas of the JQ.
- Paid for free parking in Vyse Street Multistorey Car Park on Sundays through December.

Marketing and promotion

- Formed a JQ Ale Trail
- JQ adverts across Smooth FM and Heart FM.
- Three Quarter Life magazines with a distribution of 30,000 copies.
- JQ Essential Shopping Guide.
- JQ specific website with free business directory.
- Local newspaper PR including His Royal Highness' visit to the JQ & JQ Festival 15.
- December JQ 'Shop Local' Marketing campaign including flyer drop, advertisements at German Market and in local newspapers.
- Promotion of JQ Festival and Jewellery Quarter on Big Centre TV

Business support

- Support for JQ Townscape Heritage project to bring in over £2m of HLF funding.
- Support for the development of the JQ Neighbourhood Plan.
- Breakfast meetings in conjunction with the JQA.
- Representation of Jewellery Quarter Businesses on a city-wide scale.
- Applications for grants and small business rates relief.
- Support for apprenticeship schemes and employee training.
- JQBID JQ Businesses Conference and Levy Payers Update & Forum

The BID Team

BID Manager
Administration
Events Co-ordinator
Ambassadors

For biographies and responsibilities of JQBID team members visit www.jewelleryquarter.net/JQBID

BID Funding

The BID's activities are principally funded via a **BID levy charge** set at 2% of rateable value as at 1st April 2011. This charge is payable by all non-domestic properties within the BID area that are listed on the Local Non-Domestic Rating List (2010) and is collected by Birmingham City Council on behalf of the Jewellery Quarter BID.

The funds are then passed to the **Jewellery Quarter Development Trust**, an independent and private sector led Community Interest Company, to invest on behalf of the business community, in line with the approved JQBID Proposal.

The estimated total revenue to be raised from the BID levy in **2016/17**, the BID's fourth year, is £400,000. The Team will work hard throughout the BID's term to secure further funding from other partners.

BID levy calculation

The BID levy is charged at 2% of rateable value as at 1st April 2011 (with inflation this was 2.13% in 2015). The following will apply: -

- The annual levy will be apportioned on a daily basis where properties are taken out or brought into the rating list.
- No exemptions will be granted for void or partially empty premises.
- The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%.
- Hereditaments with rateable values below £10,000 will be exempt from the levy.
- The maximum levy payable will be £10,000 per hereditament.

The BID levy is payable for the whole year in April of each year and will be increased each year by the annual inflationary/ deflationary factor for local non-domestic rate bills as calculated by the Government.

Enquiries about BID Levy payments and accounts can be made by contacting:

Birmingham City Council

Chief Executive's Directorate
Resources Department
Revenues and Benefits Division
PO Box 6637
Birmingham
B4 7AB

Telephone: [0121 303 5509](tel:01213035509)

Fax: [0121 464 0554](tel:01214640554)

Email: business_rates@birmingham.gov.uk

Enquiries about the Jewellery Quarter BID and its services can be made by contacting:

Luke Crane

JQBID Manager

Studio 508F
The Big Peg
120 Vyse Street
Birmingham

B18 6NF

Telephone: [0121 233 2814](tel:01212332814)

Email: info@jqdt.org

www.jewelleryquarter.net