

2017-2022

Jewellery Quarter BID Renewal Proposal

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/JQDTBirmingham



@JQBID



@JQ_BID



JEWELLERY QUARTER BID
Life in the Quarter

LIVE

LEARN

WORK

VISIT

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To find out more about the Jewellery Quarter BID Renewal,
please visit www.jewelleryquarter.net
call us on: 0121 233 2814
or email: luke.crane@jqdt.org



What is a Business Improvement District?

A Business Improvement District (BID) is a geographically defined area within which the local business community pool their resources to invest in projects and services that improve the business environment and the experiences of visitors and other users. The BID is operated by an independent business-led community interest 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 number of voters and 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.
- A BID aims to use any local firm, supplier or contractor wherever possible, taking into account value for money. This ensures that the BID continues to invest and grow the local economy.



**INTRODUCED
IN THE UK
IN 2004**



**PARTNERSHIP
& ADDITIONAL
SERVICES**

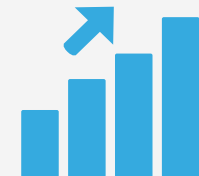


**DEDICATED
FUND**

**OVER
260
NOW IN EXISTENCE**



**MANAGED
BY LOCALS**



**IMPROVING
TRADING
ENVIRONMENT**



Chairman's Welcome

Nicola Ridler

As Chair of the Jewellery Quarter BID, **I am proud** to be presenting the proposals for a second term. Over the past five years we have seen a wealth of change, regeneration and investment in the Quarter. The BID has been integral to supporting and facilitating these improvements.

Since 2012, our first term has delivered over £2m investment into the Jewellery Quarter via our projects, events and initiatives – this includes running two successful summer festivals showcasing the unique attractions of this area and implementing a dedicated JQBID clean team. Through the JQBID we, its members, have invested in the Quarter and our community, and the benefits are both visible and undeniable.

Without the BID we would not have our streets maintained on a daily basis or a fast response when we notice something amiss. Summer would be duller without flowers, and winter darker without festive lights. Visitors would not have a friendly face to greet them with information or literature and our squares would have a lot less hustle and bustle. We would not have a voice to shout about our quirky village, tucked away in the heart of Birmingham. **Above all, however, we would not have a platform from which to work together.**

A second term is our opportunity to take everything we have achieved in the last five years, to build on our successes and to continue our investment in a business community that will shine bright amongst our competitors.

The BID is more than just a company, it is the representation of us, the members. This investment is not just our financial contribution towards a brighter future for our businesses, it is a commitment to sustainability and a sign of our dedication to making the Jewellery Quarter, the place to live, learn, work and visit.

I will be voting YES in June, I hope that you will join me.



JQBID Director's Introduction

Luke Crane

Since becoming your Jewellery Quarter BID Director in June 2013, I not only work in this beautiful part of Birmingham but it is also my home. I live and breathe the Jewellery Quarter and my number one priority is to promote the area as the place to live, learn, work and visit.

Our area is unique because it is steeped in so much history. Retaining that heritage and legacy is important for future generations. However, over the last few years the area has been rejuvenated by the investment coming in from businesses like you. As a BID levy payer, you have contributed and helped to transform the Jewellery Quarter into a vibrant, attractive and welcoming place.

Having a BID has enabled you to take ownership of this area. In the last five years, we have delivered the key objectives that we set ourselves in 2012. We have a better-connected Quarter, we have a tidier Quarter and we have a safer Quarter. We have achieved a lot together, however, we must not be complacent as there is still much more to achieve.

Our second term is even more important and we have consulted with you and used this feedback to shape our objectives for the next five years. I would encourage you to read this proposal as our action plan to deliver a thriving Jewellery Quarter that continues to attract investment, encourage excellence and nurture business growth.

Any questions can be directed to myself and the BID team – our contact details are on the back cover.

#WhatsYourView

"The Quarter is one of our city's special places for residents and visitors. The JQ BID is a vital tool in promoting its profile and prosperity" - **Cllr John Clancy, Leader of Birmingham City Council**



"The BID team is passionate about the area and works tirelessly for the good of local businesses and those who live in the JQ. We've enjoyed a mutually beneficial relationship during the first term, and we hope local JQ businesses will continue to support this great initiative so that we can carry our partnership forward into a second." - **Midland Metro**



JQBID

Managed by Locals

The JQBID is operated by the Jewellery Quarter Development Trust (JQDT), an independent business-led Community Interest Company (CIC). This will continue in our second term.

The JQDT undertakes a range of activities for the benefit of all who live, work, learn within, invest in and visit the Jewellery Quarter.

One of the main priorities for the JQDT is to oversee the BID's activities and budget. The current Board of Directors are all JQDT members and play an important role in setting the vision, purpose and strategy for the group. It consists of local business people (all BID levy payers, like you), and a community representative from the Jewellery Quarter Neighbourhood Forum.



Nicola Ridler
The Big Peg



Philip Davis
*Jewellery Quarter
Development Trust*



David Mahony
PCPT Architects



Herinder Minhas
Renatex



Henrik Skouby
E C Williams



Thomas Wildish
*Jewellery Quarter
Neighbourhood Forum*



Marion Wilson
Assay Office Birmingham

Where will the BID Area Cover?

The Jewellery Quarter BID area will be slightly expanded for its second term to reflect the area designated by the Jewellery Quarter Neighbourhood Plan, which has defined the natural footprint of the JQ. This expansion incorporates both sides of Great Hampton Street and the south-eastern side of Constitution Hill. This route is a key gateway to the Jewellery Quarter and we should be bringing the best experience to visitors as soon as they arrive. Please see the map for the new BID boundary.

What will our Second Term Deliver?

The next few pages will set out the main BID objectives which will serve as the key focal areas for projects, initiatives and events for a second term, as well as some proposed actions to meet each of these objectives. This is based on the views and comments we have received through consultation with 700 levy paying businesses through questionnaires, BID surgeries, our business bulletins and the discussions with board members.





Circulation of over 12,000 copies of QuarterLife magazine 3x a year



Sponsorship of the JQA breakfasts and other networking initiatives



Installation of floral baskets and flower boxes

Here's just some of what we've achieved in the last 5 Years ...

And this is just a sample of who we have worked with...

Amey

School of Jewellery, UCB

2012

Midland Metro

2013

Jewellery Quarter Neighbourhood Police Team



Dedicated JQ Ambassadors



Shopping Guide / Food and Drink Guide / Ale Trail



Christmas lights switch on



The Big Hoot Summer Art Trail



Annual JQ Festival & Open Studios



£1 city hop on Midland Metro

Federation of
Small Businesses

Birmingham
International Jazz
& Blues Festival

Imagine the
next 5 Years &
vote 'Yes' for...

2014

2015

2016

Small Business
Saturday

International
Dance Festival
Birmingham



Dedicated JQ BID Clean Team



Caroline Street public realm
improvements

And that's not all...

The Royal Visit, Prince's Trust | In Bloom Floral Trail |
Brought in Way-finding Totems | CAMRA Beer & Cider
Festival | JQ Jazz Legends | Ludgate Hill public footbridge
| JQ Fusions | Flatpack Film Festival | Big Bike Days |
Quarter Lifestyle Exhibitions | Live Streaming of the Rio
Olympics on the Golden Square | JQ Ale Trail

and much more ...

Making the Quarter Attractive, Clean & Vibrant

JQ Businesses Want:

Businesses want to be located in an attractive and well-managed environment which will raise their business profile and benefit their staff, clients and visitors. Our shops, attractions, galleries, hospitality venues and creatives also need their customers to arrive in a pleasant and welcoming environment.

Our Objective:

To secure a high quality well-maintained street-scene, that is clean, tidy, attractive and vibrant.

#DIDJQKNOW?

On average, the JQBID Clean Team collect 15 bags of rubbish from streets in the Jewellery Quarter within a single day (and that's not including special call outs!)

x15
Bags
a day

Actions will include:

- Expanding the Jewellery Quarter Clean Team and improving on the good work started in early 2017.
- Co-ordinating regular spotchecks and removal of graffiti.
- Launching a 'Keep It Clean' campaign which encourages businesses to take pride in the area and to take responsibility for the cleanliness of their thresholds.
- Organising community litter picks to promote a positive JQ community and to engage both businesses and residents.
- Expanding annual floral scheme to cover a wider local area and to create a vibrant Jewellery Quarter.
- Expanding the Christmas Lights scheme to cover a wider local area and create a more inclusive, vibrant Quarter.
- Providing FREE public wifi to any user within the heart of the JQ.



Making the Quarter Safe & Welcoming

JQ Businesses Want:

Businesses want to continue to ensure a safe and welcoming working environment for their staff and clients. The local JQ Police Team has recorded an overall drop in crime over the period of the first BID term. This increases staff and client satisfaction resulting in increased productivity and long-term stability of our businesses.

Our Objective:

To make people feel safe and welcome throughout the Jewellery Quarter.

The logo for StreetLink, featuring the word "Street" in red and "Link" in blue, with a red location pin icon integrated into the letter 'i' of "Link".

#DIDJQKNOW?

In 2016, the JQBID Ambassadors reported 124 counts of vagrancy in the JQ to West Midlands Police Service and StreetLink.

Actions will include:

- Expanding CCTV coverage of all the road exits from our main shopping area.
- Working alongside the Jewellery Quarter Police Team and Retail Crime Operations to prevent crime and increase awareness of security risks to local businesses.
- Organising free safe and wellbeing classes for workers.
- Providing intelligence and information from public bodies to businesses.
- Co-ordinating JQ branding to welcome visitors to our area e.g. Midland Metro stops.

BID Ambassador Team

The ambassador team will be the BID's eyes and ears out on the streets. They will not only greet visitors and offer them information and assistance but also communicate messages between the BID and local businesses. The ambassadors will play a crucial role in reporting environmental issues, fly tipping, vagrancy and graffiti to the local authority. They'll also continue to work closely with the JQBID Clean Team.



Making the Quarter Sustainable & Green

JQ Businesses Want:

Businesses want a Quarter that is more progressive and eco-friendly with a sustainable working environment for employees and greener space for visitors and investors.

Our Objective:

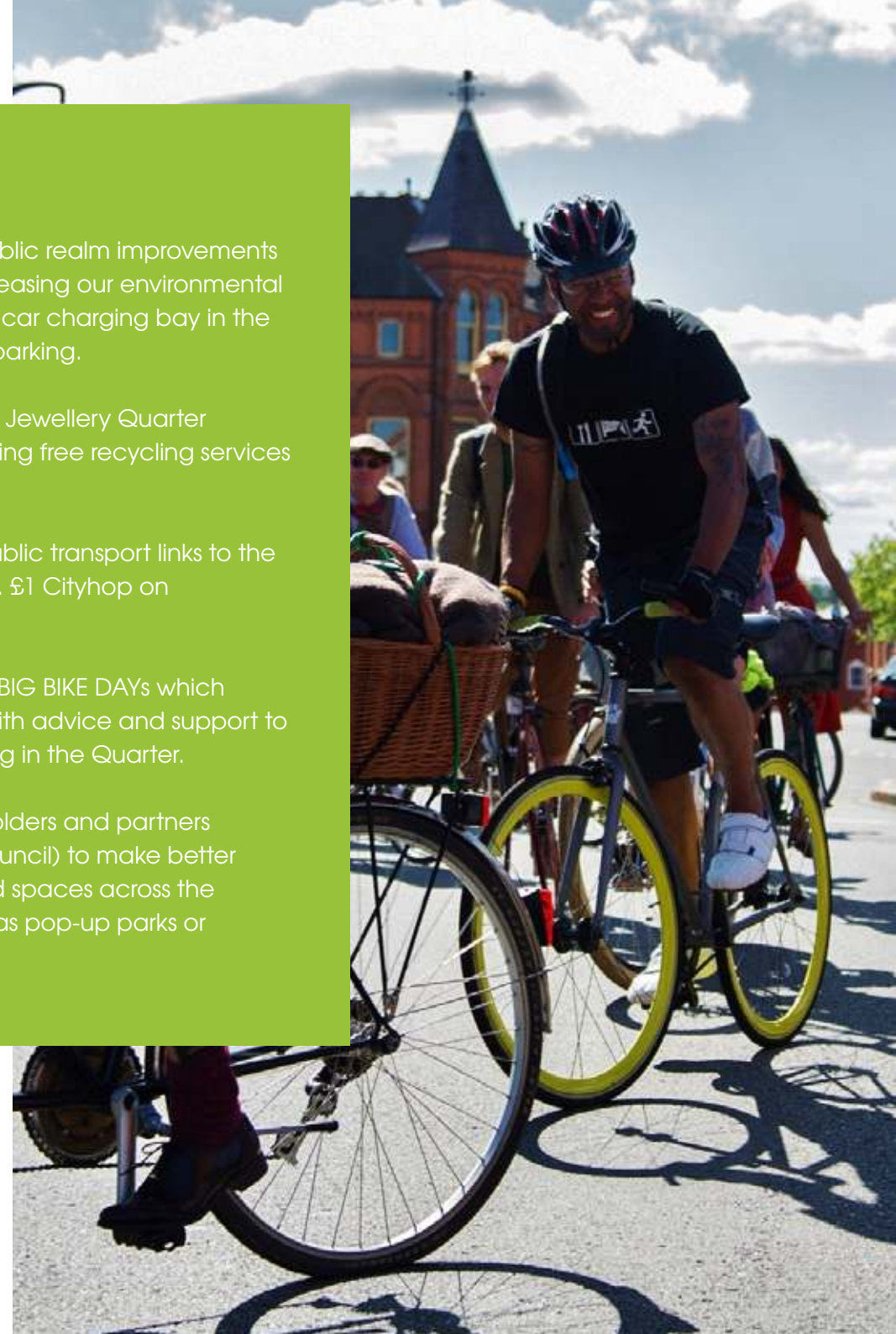
To deliver projects and services which create more green spaces and encourage locals to be more eco-conscious.

#DIDJQKNOW?

In 2016, the JQBID 'BIG BIKE DAYS' in partnership with Urban Cycles provided on average over 25 free services per event.

Actions will include:

- Instigating further public realm improvements which focus on decreasing our environmental impact, e.g. electric car charging bay in the JQ, increased cycle parking.
- Promoting a greener Jewellery Quarter environment by offering free recycling services to local businesses.
- Championing the public transport links to the Jewellery Quarter i.e. £1 Cityhop on Midland Metro.
- Organising more JQ BIG BIKE DAYS which offer free servicing with advice and support to promote more cycling in the Quarter.
- Working with stakeholders and partners (Birmingham City Council) to make better use of empty/unused spaces across the JQ for facilities such as pop-up parks or event spaces.



Marketing & Promoting the Quarter as a Unique Place to Live, Learn, Work, Visit and Invest

JQ Businesses Want:

Businesses want to make the most of the Quarter's revived reputation and profile to increase footfall and make it the place to do business nationally and internationally. Whilst the Jewellery Quarter has been acknowledged as historically significant for a number of years, it has recently gained more attention with the influx of more independent retailers, attractions, bars, coffee houses and restaurants. Many new businesses have opened and many traditional ones are thriving. This opens the door to more opportunities which the Jewellery Quarter could capitalise on to bring further investment.

Our Objective:

To facilitate campaigns, projects, events and initiatives which raise the profile of the Quarter as being a unique destination for leisure purposes and as a dynamic place to invest in and do business.

#DIDJQKNOW?

JQBID Magazine, Quarter Life, is not only distributed across the West Midlands as far as Warwickshire but has even appeared in the Central Information Centre in London!



Actions will include:

- Expanding the Jewellery Quarter events calendar and improve current events.
- Expanding the dedicated JQ Magazine, 'Quarter Life' to four issues per year with focus on wider distribution across the West Midlands.
- Producing more literature to promote the Quarter and local businesses i.e. Food Guide, Shopping Guide, Wedding Guide, Heritage Guide.
- Increasing seasonal marketing campaigns via various media formats i.e. radio, digital etc
- Increasing targeted marketing campaigns for specific industries.
- Involving the JQ in a number of city-wide promotional campaigns such as art trails and festivals.
- Representing Jewellery Quarter businesses at major events i.e. trade fairs, conferences, festivals
- Acting as a conduit for general marketing opportunities and promoting JQ business stories.
- Assuming the collective voice of the business community for discussions with Birmingham City Council
- Working alongside other Birmingham BIDs and authorities on projects and cross-promotional opportunities.
- Co-ordinating journalist briefings from all over the globe to promote the JQ.



Encouraging Investment, Growth & Networking

JQ Businesses Want:

Businesses want to attend networking events and information sharing sessions to connect with their peers to share ideas and best practice. Through nurturing a proactive business community, the BID can provide the forums for businesses to establish good working relationships. Businesses also want to be in an area where their employees enjoy working, helping to raise higher productivity levels and where customers can take advantage of the other amenities and services which can contribute to the wider local economy.

Our Objective:

To facilitate more opportunities for business-to-business communication in a format that is faster, simpler, more efficient and inclusive of the entire Quarter.

#DIDJQKNOW?

The JQBID has been the main sponsor of Jewellery Quarter Association (JQA) Networking Breakfasts since 2013



Actions will include:

- Producing a dedicated monthly Business Bulletin which shares news, events, call-to-actions and offers between businesses in the Quarter.
- Expanding www.jewelleryquarter.net to provide businesses with more free opportunities to share their news, products and services with each other and with those who live, learn and visit the area.
- Creating a portal on the JQBID website to advertise vacant commercial property in the Jewellery Quarter.
- Promoting the connectivity of the JQ and working with transport bodies eg Midland Metro to encourage usage of rail and metro.
- Assigning a dedicated ambassador to businesses who do not utilise digital platforms to provide updates and BID literature.
- Creating an online forum dedicated to Jewellery Quarter businesses to increase the rate and freedom of business-to-business networking.
- Organising business-to-business events both generic and industry specific within the Jewellery Quarter business community.



Maintaining the Quarter's Heritage & Legacy

JQ Businesses Want:

The Jewellery Quarter is fast-becoming an innovative creative hub which stands out from the city centre. However, businesses want to actively ensure that the rich heritage of the area is preserved through projects and events. Similarly, businesses want to leave their own legacy for future generations.

Our Objective:

To instigate projects, events and initiatives which preserve and promote the heritage of the area while also creating new opportunities for a continued legacy.

Actions will include:

- Supporting improvements to the JQ cemeteries as funded by the Heritage Lottery Fund (HLF)
- Continuing to facilitate the Townscape Heritage Project and the activities plan to promote the heritage of the Jewellery Quarter.
- Investing in public realm improvement projects that complement the history of the Jewellery Quarter
- Creating and distributing heritage literature such as the Jewellery Quarter Heritage Trail to promote a greater understanding of the area.
- Working in partnership with cultural and historic organisations such as local museums to co-ordinate activity across the Jewellery Quarter.

Saving Time

The Chamberlain Clock on Warstone Lane was erected in 1903 to commemorate Joseph Chamberlain, Lord Mayor of Birmingham, 1873-1876. In the second term, the JQBID want to refurbish this famous Jewellery Quarter landmark and ensure it continues to tick along for our future generations.

#DIDJQKNOW?

Without the JQBID, there would not be any LED heritage lamp columns in the Quarter.



Proposed Year 1 Budget

JQBID Project Areas	Projects/Services	Budget
Attractive, Clean, Vibrant	JQ BID Clean Team Annual Floral Displays JQ Christmas Lights	£100,000
Safe and Welcoming	Free public wifi CCTV for high street areas JQBID Ambassador Team Tourist Information Screen	£60,000
Sustainable and Green	Campaign for sustainable transport to JQ JQ wide recycling project	£14,000
Marketing and Promotion	JQ Website Quarter Life Magazine A multitude of year round events JQ Festival and Open Studios PR, general marketing and promotion of the JQ	£174,000
Investment, Growth and Networking	Networking meetings for the JQ Facilitating a commercial property portal & jobs board for the JQ	£12,000
JQ Heritage & Legacy	Heritage campaigns for JQ Public realm improvements Tackling dereliction & vacancy	£28,000
BID Operational Costs	Office costs Staff Equipment	£97,000
Expected BID Income		£485,000



Voting

All hereditaments (rateable properties) listed on the National Non-Domestic Rates (NNDR) list as of the date 6th April 2017, within the BID area defined by our BID map (page 7) will have the opportunity to vote for the renewal of the JQBID; with the exception of exempt businesses within the area (exempt hereditaments are those that have a rateable value of less than £10,000). Those 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, but will still not be eligible to vote.

The BID Ballot will commence on June 7th 2017, and will be a 28 day postal ballot. All votes will need to be received by 5pm on Wednesday 5th July by Electoral Reform Services, who are an independent organisation that will be conducting the ballot. The result will be announced the next day by 5pm.

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 with:

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 the JQBID will continue to operate for another 5 years and all eligible hereditaments within the BID area will pay a BID Levy until September 2022.

How Much Will You Pay?

If the BID ballot is successful then every eligible business within the BID boundary will pay an annual levy of 2% of their rateable value based on the NNDR list of April 6th 2017. 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 will increase each year by the annual inflationary factor for Local Non-Domestic rate bills as calculated by the Government.

The BID levy will be capped at £10,000 for any single hereditament within our BID area.

Discounts

Hereditaments with charitable status will have their BID Levy discounted to the same level as their mandatory rate relief, currently 80%.

There will be no other 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.

Alterations

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 (JQDT CIC), providing these changes fall within the resources available to the BID. This may be necessary due to local circumstances and conditions changing over the 5-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 effective date of the removal from the NNDR list 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 a 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 or eligible for a discount 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 the JQBID and transferred to the BID company to be spent in accordance with the BID Proposal. The BID income is controlled and managed by those that pay the levy and will bring in approximately £485,000 per annum for a 5-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. JQBID 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 second term of JQBID would commence from 1st September 2017 and would be apportioned to match the rest of the financial year, to March 2018.

Governance

The Jewellery Quarter BID is a private sector-led, not for profit, independent company. The JQBID is run in parallel to the Jewellery Quarter Development Trust CIC, by its Board of Directors, who meet monthly to oversee the delivery of the JQBID.



AS A JQ BUSINESS, WHY SHOULD I VOTE YES?

Your Jewellery Quarter BID will:



Make the Jewellery Quarter more attractive, clean and vibrant.



Promote the Jewellery Quarter as the place to live, learn, work, visit and invest.



Strive to make the Jewellery Quarter a safer, more welcoming place.



Ensure the Jewellery Quarter is a sustainable and green community.



Facilitate collaborative projects to save businesses money.



Leave a legacy which resonates with the area's rich heritage.



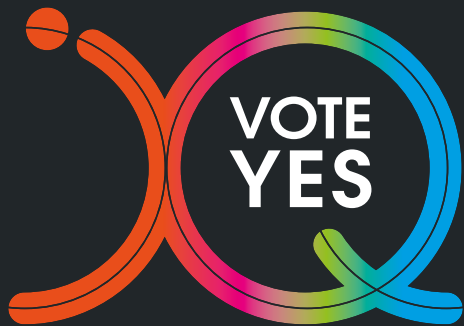
Encourage business growth and investment.



Empower local businesses by being their voice to public bodies.



Bring businesses together to foster closer working partnerships.



To find out more about the Jewellery Quarter BID Renewal,
please visit: www.jewelleryquarter.net
call us on: 0121 233 2814
or email: luke.crane@jqdt.org

You can also follow us on social media and share using #JQBID

 /JQDTBirmingham  @JQBID  @JQ_BID

Your vote counts, don't miss out. Voting opens 7th June & closes 5th July 2017.