



**JEWELLERY QUARTER**  
**BUSINESS IMPROVEMENT DISTRICT**

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

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**Statutory Explanatory Notes**  
**APRIL 2022**



## Overview

**The Jewellery Quarter BID (JQBID) commenced its first five-year term on 1st September 2012.**

**In July 2017, businesses voted 88% in favour of a second five-year term in the Renewal Ballot. The second term commenced on 1st September 2017 and runs until 31 August 2022.**

**The Jewellery Quarter BID is funded by a fair and transparent levy on all eligible business occupiers within the area for their benefit.**

**The BID levy is an annual amount payable until the end of this five-year term on 31st August 2022.**

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## The Jewellery Quarter BID Team

The Jewellery Quarter BID Team works hard to deliver projects and initiatives that will benefit the businesses in the local area. BID levy payers' views and ideas are regularly sought to improve

the BID team's service. Project updates are provided via offline and online communication including the dedicated website (see link below).

For biographies and responsibilities of the JQBID Team and further information, visit [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid)

## FAQs

### What is a BID?

A Business Improvement District (BID) is a geographically defined area within which businesses pool their resources to invest in projects and services that improve the local environment and the experiences of visitors, workers and other users. The Jewellery Quarter BID is one of 12 BIDs in Birmingham.

### Who manages the BID?

The Jewellery Quarter BID is operated by the Jewellery Quarter Development Trust (JQDT), an independent Community Interest Company (CIC). The JQDT undertakes a range of activities for the benefit of all who live, learn, work, invest and visit the area. The Board of Directors consists of BID levy payers and community representatives who manage the budget and oversee the BID team's activities. Day-to-day, the BID is managed by a small team led by the Executive Director.

### Why am I eligible to pay the BID levy?

All non-domestic properties within the JQBID area that have a Rateable Value (RV) of £10,000 or over are eligible to contribute to the BID via a levy. (To view a map of the BID area, please visit the BID website [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid))

Birmingham City Council is responsible for the administration and collection of the levy before the funds are transferred to the JQBID. These funds are invested on behalf of the community in line with the approved Jewellery Quarter BID Proposal. (To view this document, please visit the BID website [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid))

### How is the BID levy calculated?

The levy is calculated at 2.14% of RV as at 6th April 2017. The following conditions apply:

- The annual levy will be apportioned on a daily basis where properties are taken out or brought into the National Non-Domestic Rates (NDR) 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 (properties) with rateable values that were below £10,000 (in the 2017 NNDR listing) will be exempt from the levy.
- The maximum levy payable will be £10,000 per hereditament.

### Do I need to pay the BID Levy?

The person(s) or organisation liable to pay the non-domestic rates for the property is also liable to pay the BID levy. Where a property is occupied this falls to the occupier. If the property is vacant, undergoing refurbishment or being demolished, the registered business ratepayer will be liable to pay.

### Since September 2017, I have started to receive a BID levy bill. Why is this?

From 1st September 2017, the Jewellery Quarter BID welcomed new levy payers based on the following changes:

- The BID area was expanded for its second-term to reflect the natural footprint of the Jewellery Quarter. (To view a map of the BID area, please visit the BID website [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid)).
- A revaluation of Rateable Values (RV) was undertaken by the Government and it came into effect on 1st April 2017.

Some businesses are now eligible when previously they may have been exempt from payment.

### What happens to the money that is collected through the levy?

All money collected is invested back into the Jewellery Quarter. The Jewellery Quarter BID outlined in its BID Proposal a strategy to deliver projects, events and initiatives to raise the profile of the area making it a safer, cleaner and more vibrant place to do

business. To view the Proposal, please visit the BID website [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid).

### Aren't some of these services provided by the Council?

The services provided by the Jewellery Quarter BID are additional services not provided by the Council or enhancements to existing Council services.

### Can I opt out of the BID?

No. The BID arrangements are legally binding for non-domestic ratepayers in the BID area who meet the criteria set out in the Jewellery Quarter BID Proposal.

### What is the estimated total revenue to be raised from the BID levy in 2022/23?

The estimated total revenue to be raised, 'for a full financial year', from BID levy in 2022/2023 is £444,000. The team will work hard throughout the BID's term to lever in further funding from other sources.

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**To keep up to date with JQBID news, projects & services sign up to our quarterly BID levy payers newsletter by emailing [info@jqdt.org](mailto:info@jqdt.org) or visit [jewelleryquarter.net/about/bid-levy-](http://jewelleryquarter.net/about/bid-levy-) payers for more information**

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**This document gives an overview of the projects, events and initiatives for 2022 and incorporates the JQDT's COVID-19 Response Plan as well as views and comments received from BID levy payers.**

## The BID's Work Themes

The JQBID Proposal outlines the six key areas that the BID will focus on for the second BID term. In light of the COVID-19 pandemic, this document gives an overview of the projects, services and initiatives for 2022. Our second 5 year term comes to an end in August, and a new term will start from September if we have a successful ballot result.

### Attractive, Tidier & Cleaner

- The Glutton. A brand-new cleaning machine to drastically improve the level of cleanliness of the JQ streets.
- Dedicated JQ Clean Team and close partnership with Birmingham City Council and Kier to report and fix street issues.
- Bespoke Christmas Lights Scheme throughout the Quarter including 3m bespoke diamond ring feature.
- A focus on bringing back into use derelict buildings/improve aesthetics and planning policy.

### Safer & More Welcoming

- Jewellery Quarter Ambassadors for close liaison with local businesses and visiting members of the public.
- Working relationship with West Midlands Police and partners to address JQ specific issues and to support vulnerable individuals in the Jewellery Quarter.
- Enhancement of entry points to the Jewellery Quarter including an improvement scheme project for the Jewellery Quarter station.

### Promotion & Marketing

- Execution of a Destination Marketing Strategy for the Jewellery Quarter to increase the area's awareness and attract footfall to local businesses.
- Delivery of an events programme including the JQ Festival and Christmas Lights Switch On.
- City-wide promotional campaigns and collaborative working with other Birmingham BIDs.

## Encouraging Investment, Growth & Networking

- Frequent communication with levy payers to share business opportunities, COVID-19 support and any council-led projects.
- Working partnership with West Midlands Growth Company, Birmingham 2022 and Birmingham City Council to position the Jewellery Quarter as an attractive place for business and leisure.
- Organisation of business networking events including Levy Payer's Dinner/AGM and sector meet ups.

## Making the Quarter Sustainable & Green

- Co-ordination a JQ recycling service for local businesses.
- Making better use of empty/unused spaces across the JQ for more frequent cultural events.
- Development of outside seating areas to support hospitality businesses through suspending unused parking bays or closing underused roads.

## Maintaining the Quarter's Heritage & Legacy

- Refurbishment of the Chamberlain Clock.
- Facilitation of the Townscape Heritage & Cemeteries projects to promote and protect the Jewellery Quarter's heritage.
- Collaboration with local Museums & Attractions to coordinate heritage activity across the Jewellery Quarter, especially during Birmingham Heritage Week.

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

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**Thank you.**