

2022-2027

Jewellery Quarter BID Third Term Business Plan



View this document online at jewelleryquarter.net/jqbid-3

JEWELLERY QUARTER BID

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To find out more about the Jewellery Quarter BID Renewal, please visit
www.jewelleryquarter.net/jqbid-3
call us on: **0121 233 2814**
or email: luke.crane@jqdt.org



**VOTE
YES** ✓

Chairman's Welcome Henrik Skouby

As chair of JQBID, I am proud to present our proposals for a third term supporting initiatives that profoundly impact the Jewellery Quarter's business community.

The chair of JQBID, Henrik Skouby, Owner of E.C.Williams on Spencer Street.

Over the past decade, JQBID has invested over £4.5 million of levy into projects that have enabled local businesses to thrive. Without the Business Improvement District, the Jewellery Quarter would not have made the strides it has today. We're successfully attracting significant investment into the area and establishing it as the go-to destination for visitors from across the Midlands and further afield. Not only this, but the area's reputation as one of the most well sought-after locations in the region for both residents and businesses is undeniable.

As a result of its stellar reputation, the Quarter's population continues to grow.

Our hospitality and retail sectors attract visitors from across the West Midlands, and our residential base is set to increase by 5,000 residents within the next five years. With COVID-19 triggering large organisations to rethink their office requirements, we're also seeing an influx of companies moving into smaller, more suitable office space within the Jewellery Quarter. Given its growing popularity as a place to do business, it is vital that there is a Business Improvement District organisation that will take us into the next phase of the Jewellery Quarter's development. Not just by ensuring the streets are clean, but by delivering unforgettable events, enhancing the public realm and by championing the Jewellery Quarter on both national and international stages.

Projects such as the restoration of the world-famous Chamberlain Clock, the financial contributions to Townscape Heritage protecting our historical architecture, and the JQ cemeteries project all enrich the 200-year legacy of the area. Safeguarding the Jewellery Quarter's identity has been integral in the BIDs ability to gain inward investment, which is why we are delighted to have delivered on that promise during term two. It is also why I believe the efforts of the JQBID are essential for a thriving future.

For these reasons, I hope you will join me in voting 'Yes' this July.

In its last two terms,
the JQBID has brought in
over £4.5m
of investment to benefit the
Jewellery Quarter's community.

In addition to its levy income,
the JQBID has also enabled a
further £4m of investment into
the Jewellery Quarter through
partnership working.

What we've done

5 years of achievements

We listened to the wants, needs and ideas of our levy payers, residents and visitors to find out what was important for the Jewellery Quarter over the last five years. We invested in the following projects and achieved so much for our corner of the city.



Annual Christmas Lights Scheme / Floral displays / Reporting of environmental hazards / Footfall counters / Graffiti clean and reporting structure / Lobbying local authorities / JQ Life Magazine / JQ Festival / Adopt A Station / Vyse St car park artwork



27,000 bags of litter collected and continued investment in street cleaning.

In addition, we've invested in a brand-new cleaning system, and delivered more than 20 community cleanup events.



Introduced Discover JQ website & app

Helping residents and visitors explore the Quarter. This new identity sets the foundations for a long-term destination marketing strategy which will drive footfall and increase awareness.



Makers Central / Sector networking events / Pavement spill-out for hospitality / Seating for Golden Square / Support and guidance on grant applications / JQBID dedicated Clean Team / Fly tipping / fly posting removal / Graffiti removal / JQ Fusions / Jazz Festival

Restoration of the Chamberlain Clock

A key deliverable from the 2017 Business Plan. In 2021, the Jewellery Quarter's most famous landmark was repaired, repainted, and began chiming again for the first time in 30 years.

Lighting up the JQ

Each year we deliver one of Birmingham's largest festive displays. The only area to have purpose designed and personalised lights in the city boasts over 100 lights, two dazzling lighting features and two 30-ft Christmas trees; creating a winter wonderland in the city.



Subsidised JQ recycling scheme / St Paul's Summer Fete / Jewellery Quarter website (jq.net) / Destination website (Discover JQ) / Social Media posting / Social Media advertising / Monthly JQBID Business newsletter / Monthly B2C newsletter / City wide marketing campaigns

Secured £70,000 in funding for Jewellery Quarter station

Grant funding was secured to deliver a series of projects that has transformed the Quarter's main entry point. Public art and planting provides a greener and more inspiring welcome for visitors and commuters.



Engaged communities through heritage

Community is at the core of the JQ. Therefore we have prioritised providing financial support to heritage-led activity programmes including the JQ Townscape Heritage and JQ Cemeteries project.

Welcomed alfresco dining

Not only have we secured much-requested outdoor space for nine hospitality venues in the area, we have also re-purposed the iconic Golden Square to provide outdoor seating for more than 60 people.



JQ Shopping Guide / JQ Food & Drink Guide / JQ Heritage Trail / JQ Visitor Guide / FAM and media visits / Restoration of Chamberlain Clock / JQ Cemeteries Improvements & Activities / JQ Townscape Heritage Activities / JQ Big Bike Days



TV & radio advertising / British Tourism & Travel Show / Self-defence classes / Tree lights on St Paul's Square / Street jet washing / Open Studios / Christmas Window Trail / Community litter picks / JQBID Ambassadors / West Midlands Police partnership / Instameets

Three JQ Festivals attracting 45,000 visits

One of the most highly-anticipated events on Birmingham's cultural calendar. It sees a variety of vendors, artists and musicians from the Quarter being celebrated by visitors from far and wide.



Introducing a JQBID Third Term



Message from the
JQBID Executive Director
Luke Crane

The Jewellery Quarter has been my home since 2013, and I’ve been a very proud resident and fierce advocate for our business community during these past 9 years. I believe passionately in the success of our historic area of Birmingham and a third term for JQBID will help us to continue that great work to support this thriving local community.

The Jewellery Quarter is one of the most unique places in the UK, drenched in history and the accompanying stories that go with it. With your contributions to the JQBID to date we have helped to support our heritage by investing in those stories, whether that is the refurbishment of the beloved Chamberlain Clock or the restoration of our Victorian Cemeteries.

There is so much pride and passion for our Quarter and the JQBID has helped to improve it in so many ways. We strive to have a better-connected area to the city core, welcome visitors and shout about what wonderful experiences that can be found here. The BID is constantly improving the level of cleanliness around the area for all who utilise its public spaces, whether that is removal of graffiti, fly tipping or protecting our JQ Banksy, we aim to create a clean and attractive place for all users.

The JQ is evolving at a rapid rate, and it has never been more important than now to have a channelled and focussed voice to represent our business community. Many challenges and opportunities lie ahead and voting for a third 5-year term for the JQBID will enable you to grasp those opportunities and tackle those challenges. We hope you have seen the value over the last 10 years of investment and can join others in voting yes to secure further investment and leverage of external funding to strengthen your Jewellery Quarter.

If you would like to discuss the future prospects of the BID or the Jewellery Quarter please do not hesitate to get in touch with any member of the team. You can find contact details on the back cover.

Finally, I would like to express my thanks to you all for your help and continued support for the JQBID and our Team, in championing and investing in your business community.

Luke Crane,
Executive Director

What is a Business Improvement District?

A Business Improvement District (BID) is a geographically defined area where the business community pool 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 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.
- Our aim is to use any local firm, supplier or contractor wherever possible, taking into account value for money. This will ensure that we continue to invest and grow our local economy with the funds we raise.

JQBID Managed by Locals

The BID will be managed by the Jewellery Quarter BID Ltd (JQBID), which is a not-for-profit company, limited by guarantee. The Board will be made up of Levy Paying businesses from the Jewellery Quarter who have a vested interest in how your investment is delivered to the area. The JQBID will be delivered on a day-to-day basis by our dedicated Team of staff.

Current Board Directors

In addition, there are a number of co-opted Board Directors.



Leonie Martin,
Suburban Inns



Laura Hill,
Novus



Councillor Philip Davis,
Birmingham City
Council



Beth Sadler,
Oaks Consultancy



Cllr Brigid Jones,
Birmingham City Council
(Observer)



Helen Robson,
Mitchell & Co



Henrik Skouby,
E.C Williams

BID Map

JQBID Area

The Jewellery Quarter BID area will be slightly expanded for its third term to reflect the area designated by the Jewellery Quarter Neighbourhood Plan, which has defined the natural footprint of the JQ. This slight increase will now incorporate both sides of Constitution Hill. This route is a key gateway to the Jewellery Quarter and we should be delivering the best experience to visitors as soon as they arrive. Please see the map for further details.

Streets covered by the JQBID

- Albion Street

Arthur Place

Augusta Street

Branston Street

Brook Street

Camden Drive

Camden Street

Caroline Street

Carver Street

Cemetery Lane

Charlotte Street

Constitution Hill

Cox Street

Dayus Square

Fleet Street

Frederick Street

George Street

Graham Street

Great Hampton Street

Gt Charles St

Queensway

Hall Street

Henrietta Street
- Hockley Hill

Hockley Street

Holland Street

Hylton Street

Icknield Street

James Street

Kenyon Street

Key Hill

Key Hill Drive

Legge Lane

Lionel Street

Livery Street

Ludgate Hill

Mary Ann Street

Mary Street

Mint Drive

Moreton Street

Newhall Hill

Newhall Street

Northampton Street

Northwood Street

Parade

Pemberton Street
- Pitsford Street

Pope Street

Powell Street

Regent Parade

Regent Place

Regent Street

Sand Pits

Sloane Street

Spencer Street

St. Paul's Square

Summer Hill Road

Summer Hill Terrace

Summer Row

Tenby Street

Tenby Street North

Vittoria Street

Vyse Street

Warstone Lane

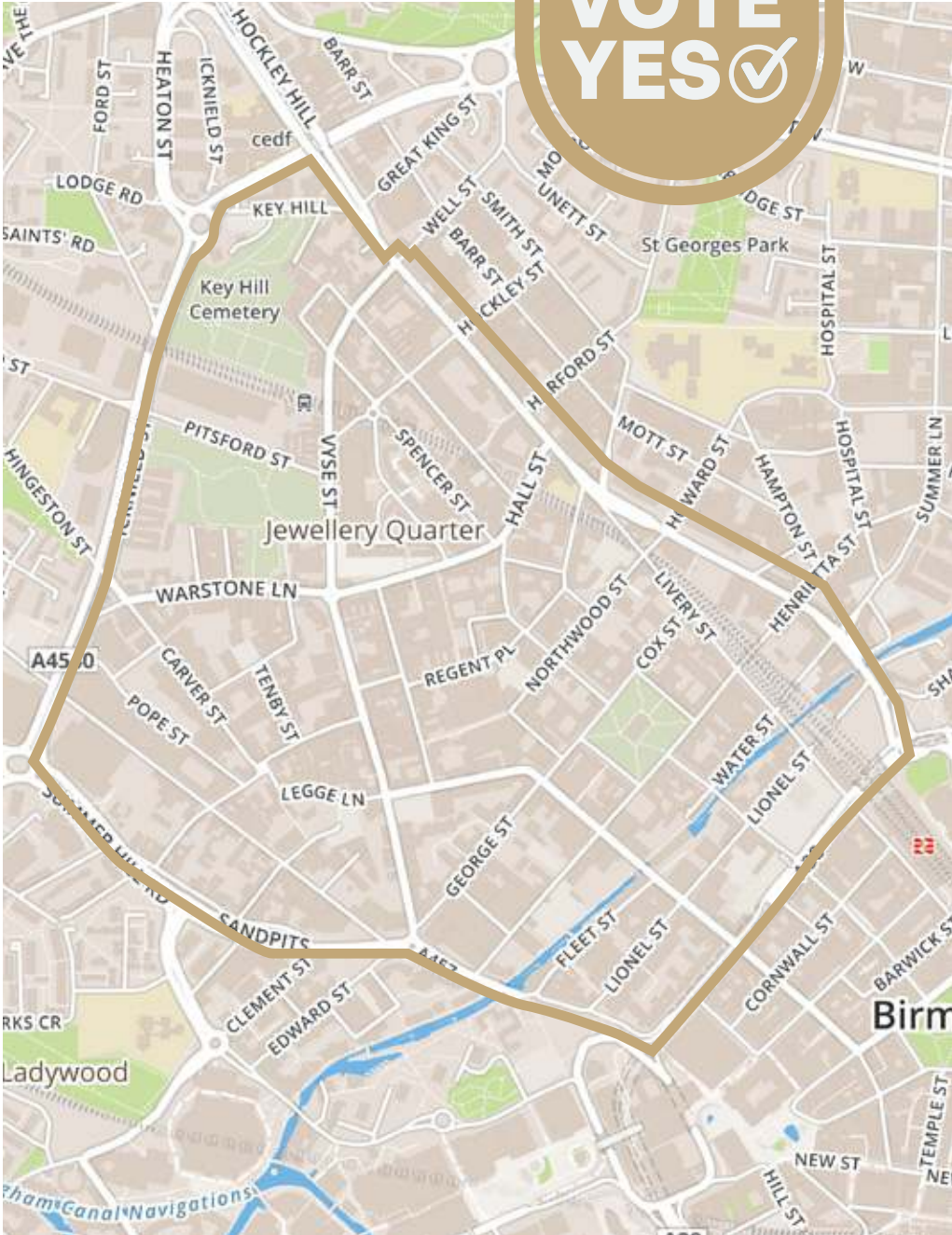
Warstone Mews

Warstone Parade East

Water Street

West Parade

York Terrace



Our Partners

“Voices from the City”

“Bids continue to play a vital part in supporting business recovery, so it’s great to hear that Jewellery Quarter is soon to be balloting its members for a third term. Creating outstanding places, driving footfall and working in partnership across the city will be crucial to our success as a region over the next five years.”

Andy Street
Mayor for the West Midlands

We are always happy to work with the JQBID. The team is responsive and great at partnership work to support our mutual aims of attracting high quality visitors to the quarter to support the fabulous local businesses.

Becky Frall
Head of Tourism
WMGC

“Throughout the height of the pandemic, JQBID were a proactive partner in city wide activity to gain real-time insight into the impact of restrictions on local businesses, coordinate lobbying asks to Government and share essential information on the support available with the JQ business community.”

Henrietta Brealey
Chief Executive Officer
Greater Birmingham Chamber of Commerce

It’s been a total pleasure working with the team over the past three years whilst we developed the concepts for a local welcome and an urban green oasis at the Jewellery Quarter station, welcoming visitors to the area from across the West Midlands.

West Midlands Trains looks forward to continuing its relationship with the JQBID throughout its next term.

Fay Easton
Head of Stakeholder & Community
West Midlands Railway

In Birmingham there are a total of 11 Business Improvement Districts, five of which operate in the City Centre. These are: Central BID, Colmore BID, Jewellery Quarter BID, Southside BID and Westside BID. Together, the city centre BIDs work in partnership with each other to increase investment and growth for the city as a whole.

Birmingham City Centre BIDs

“As service providers to the City Council we are proud to work closely with the JQBID to improve the local street scene and environment. In particular we were pleased to be able to assist with the restoration of Chamberlain Clock. From arranging hoarding licenses, digging out the setts at the base of the clock to isolating the electrics we worked collaboratively with the BID to ensure this historic piece of history was able to set off on its extensive makeover journey. We hope to continue our close working relationship on more projects in the future.”

Eddie Fellows
Highway Network Director
Kier

“Business Improvement Districts have become a vital tool for business communities across Birmingham to have a channel to the City Council for their collective voice and achieve the true potential of their areas. We hugely value the work of the BIDs and their contribution to our city’s growing economy. The JQBID is a key partner for us representing our unique and special area, and we look forward to working in partnership with the JQBID to make the Jewellery Quarter one of the best places to be over the next 5-year term.”

Brigid Jones
Deputy Leader
Birmingham City Council

Without the JQBID the area would lose £2.5million of additional projects & services



NO environmental issues being reported to the city council
to maintain street safety and cleanliness, affecting visitors, residents and businesses.



No monthly newsletters
to update businesses about important information, grants, and the local news that affects them.



No central voice for the JQ
to influence city leaders on behalf of local businesses and residents.



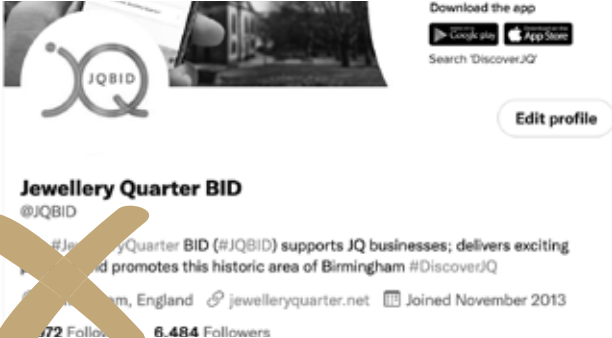
No Jewellery Quarter Ambassadors
to welcome visitors, support residents and offer one-to-one business support.



No festive lighting
during the Christmas period, which will have a significant impact on footfall at a crucial time of year for retailers and hospitality businesses.



No daily street cleaning
to pick up litter, clear graffiti and remove fly tipping; leaving visitors and residents with an unclean environment.



No social media accounts
to promote the Jewellery Quarter and its business community to hundreds of thousands of existing and potential visitors, residents and businesses.



No Jewellery Quarter Festival
Christmas Lights Switch on, or calendar of events to increase footfall to the area.



No relationship with tourism bodies
to spread awareness of the Jewellery Quarter's attractions, shops and hospitality venues regionally, nationally and internationally.



No seasonal marketing campaigns
to increase footfall around important dates of the year including Christmas and Summer.

Vote YES to avoid missing out



VOTE
YES ✓

Having your say

What you said you wanted

For the past 6 months we have given our Levy Payers the opportunity to have their say on the future projects for the third term of the JQBID. The JQBID Team have spent 300 hours engaged with local businesses in one-to-one consultations. In all we have sought feedback via an extensive survey, which has been distributed to over 600 businesses.

93.2%
of businesses
knew the JQBID
& our work

91.5%
said they will
vote YES
to a 3rd term
for JQBID

Your Ranked Priorities

- 1st

A collective voice to represent your business community
- 2nd

Marketing and events to increase footfall
- 3rd

Keeping the JQ Clean and tidy
- 4th

Maintaining a safe and welcoming JQ
- 5th

Attractive and vibrant public spaces

The projects you valued the most

- A. Working in partnership with public bodies
(e.g.BCC, West Midlands Police,
West Midlands Growth Company)
- B. JQ Christmas Lights Switch-on
- C. Dedicated JQBID Clean Team
- D. Reporting and fixing of environmental
hazards via our Ambassadors
- E. Restoration of the Chamberlain Clock



Business Support

Investing £65,000 into business support



The JQBID will continue to be the voice of business across the Jewellery Quarter, consistently working to enhance its trade environment and increase its business connectivity.

The JQBID has built an effective and reputable voice amongst business leaders and city influencers during its first two terms. Speaking on behalf of the business community, the JQBID is the lobbying force for the Quarter. We communicate directly with the council and other public sector organisations about the issues that our business community care about.

Not only does the JQBID represent the views of the community, it also exists to accelerate the actions of city leaders on behalf of individual businesses. We remove often-complicated lines of communication between them, providing timely and meaningful solutions.

Throughout term three, the JQBID Board of Directors will continue to represent the business community through our presence on various boards, committees, and by attending important events and regular meetings with Birmingham's decision-makers. Being the conduit between Birmingham City Council and the business community, the BID will also continue to disseminate essential information and provide invaluable one-to-one support for companies. This includes help with grant funding applications and licensing queries.

Our business bulletin emails, regular face-to-face meetings, and sector meetups will facilitate the frequent sharing of news, business opportunities and updates. And following the creation of a destination website for visitors and residents, term three will see the jewelleryquarter.net website become a business support hub, providing downloadable assets for marketing, legal, and general business advice.

Facilitating connectivity

A strong business community creates a powerful trading environment. Term two saw the JQBID develop a number of sector specific networking meetups and WhatsApp groups to encourage collaboration between businesses. Through term three the JQBID will expand these groups and provide better networking opportunities. These will be through inviting city centre leaders and guest speakers, increasing the frequency, and extending the groups to include further sectors.

The newly established JQ Heritage Network, which allows for cross-collaboration between museums and attractions, will enable the JQBID to champion these businesses and facilitate projects and initiatives to grow this important sector.



“The JQBID’s support has been invaluable in connecting with businesses to offer our students placements. From one to one chats promoting our placement services, to inviting us to network events and promoting placements in their newsletters. Communication has always been swift, and they remember the connections they have made for us and businesses.”

Bethan Ford, University College Birmingham

20
business visits
per day on
average



More than
600
businesses
receive our
newsletters



Cleaner & Greener

Investing £100,000 in keeping the Jewellery Quarter clean, and facilitating a greener environment



The JQBID will continue to maintain and future proof the Jewellery Quarter's landscape, ensuring the area is clean for those who visit, work and live in the area.

Keeping the Jewellery Quarter a clean and tidy place was voted as a leading priority from the business community. Our JQ Clean Team, established in 2016, work 6 days a week to cover the entire footprint of the Jewellery Quarter, maintaining its cleanliness for visitors, residents, and workers.

Over the past five years, the team has collected more than 27,000 bags of litter and have removed needles, excrement and fly posting from our streets. The team also continues to clean up unwanted graffiti in the area. Though we understand this will continue to blight our city, we remain committed as ever to removing it.

Thanks to the JQBID's relationship with Birmingham City Council, we are able to get environmental hazards affecting the Quarter addressed quickly. On average, the JQBID reports more than 20 issues to BCC every month, including incidents of fly tipping, potholes and broken streetlights.

In addition to the Clean Team's two full-time members, the JQBID has recently invested in a brand-new cleaning system that is set to dramatically increase cleaning efficiency over the course of term three. The JQBID understands how important the cleanliness of the area is to the community. Therefore, we have committed to investing even more time and resources into cleaning the Jewellery Quarter. In addition, we have received £15,000 from the Government's Welcome Back Fund to carry out a deep clean of the area. The BID endeavours to continue to apply for additional funding.

“Having the JQBID clean team maintain the cleanliness of our streets makes our customers feel welcome and our staff feel proud to work here. The team provide a fantastic level of service.”

Scott Stanley, Stanley's Jewellers

Working in a green Quarter

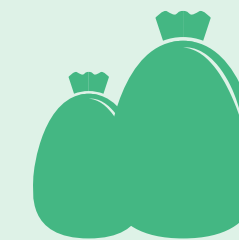
Levy payers want to work in a green district, and so we strive to facilitate this. Since its introduction, the JQBID's subsidised recycling scheme has helped the Quarter recycle a total amount of 500 tonnes of materials. Term three will see the continuation of the scheme, with an increase in community events that engage employees. Regular community events such as litter picks and planting days will also be organised by the JQBID, providing opportunities for businesses to deliver their Corporate Social Responsibility (CSR) objectives.



1,500+
needles freed
from the streets



2,000
pieces of graffiti
cleared



27,000+
bags of litter
collected



20
reports to
Birmingham City
Council each
month



500 tonnes
materials recycled
using the recycling
scheme



Safe & Welcoming

Investing £40,000 into creating a safe and welcoming Quarter



Ensuring that the Jewellery Quarter is a safe place to do business, and a welcoming place to visit has been a key area of focus for the JQBID through its first two terms; this will remain a priority throughout its third.

Keeping the Quarter safe

West Midlands Police (WMP) is a key partner of the JQBID. Following the closure of the Jewellery Quarter's police station in 2017, the JQBID has developed a strong working relationship with WMP to ensure the Jewellery Quarter is not overlooked when it comes to police presence. Regular meetings and on-site walkarounds keeps crime levels low, and direct relationships with the police enable a rapid response if issues do arise. The JQBID is also a member of Birmingham's Local Delivery Partnership Group (LDPG). This group ensures partners and communities are working together to address local issues and allows the JQBID to speak directly with city leaders, voicing any security concerns relating to anti-social behaviour or homelessness.

These relationships are vital in ensuring safety and security within the Jewellery Quarter, and is why the JQBID will continue to work tirelessly on nurturing these.

Additional CCTV coverage is a key priority for many local businesses. We are now on the cusp of making this a reality and in a third term BID we would be doubling the current CCTV coverage for the Jewellery Quarter.



“The personal safety workshops organised by the JQBID were hugely beneficial to our staff. Ensuring employees are safe as they travel to and from work is incredibly important to us. We're very grateful that they had this opportunity.”

Brittany Holt, The Vegan Society

Providing a welcoming environment

Our ambassador service is an integral part of the JQBID and is key to establishing a safe and welcoming environment for the Jewellery Quarter. Not only do the team offer invaluable support to businesses, they also act as town hosts, providing visitors with information on where to eat and shop, historic landmarks, and local events. With the BID's aspirations in further developing the Jewellery Quarter as a cultural destination, and with Birmingham expected to see a dramatic increase in tourism following the Commonwealth Games 2022 festivities, the ambassadors will continue to play a vital role during the BID's third term.

Enhancing the Jewellery Quarter's entry points is a key focus for term three for the JQBID. Working directly with the City Council, partners, and local developers, we will look to elevate key routes in and out of the Jewellery Quarter through street enhancement schemes, public art and greening initiatives. Term three will also see pedestrian connectivity to the city core improved, as plans with Colmore BID to regenerate the Livery Street underpass and Great Charles Street bridge get underway.

The Jewellery Quarter station, which welcomes over 500,000 passengers each year, is another key access route to the Quarter and has already undergone a vast improvement scheme. Following the JQBID's grant award from West Midlands Railway, the platforms have been adorned with planters, a selection of public art has been displayed, and a pocket park near its entrance has dramatically improved the station's kerb-appeal. The JQBID will continue this fantastic work into term three, bringing in further funding to help expand the project.



Over
14,000
visitor
interactions

Securing more than
£70,000
to improve
the Jewellery
Quarter Station



Find out more at www.jewelleryquarter.net/JQBID

Footfall & Promotion

Investing £150,000 to increase footfall and promote tourism to the Jewellery Quarter.



JQBID understands the need to drive footfall to the Jewellery Quarter and to promote its business community, as it aims to capitalise on the legacy of the Commonwealth Games 2022 and the regeneration of Birmingham City Centre.

Increasing footfall

The pandemic, coupled with economic uncertainty, is changing the way people spend their money. Now more than ever city and town centres need to place emphasis on their brand identity, creating outstanding places and experiences that attract people to events and local businesses.

The launch of a new brand for the Jewellery Quarter, Discover JQ, has enabled the JQBID to begin the process of establishing the Jewellery Quarter as a visitor destination. The development of a new website to encourage visitors, and the creation of an app to engage residents with local businesses, has set the foundations for an excellent strategy that will continue to promote the Jewellery Quarter as one of Birmingham's most exciting places to visit.

Strengthening relationships amongst tourism bodies will be key to developing and driving a strategy which supports the attraction of tourists to the Jewellery Quarter. Developing the Jewellery Quarter's travel trade offer will play a large part of the JQBID's strategy, in positioning the Quarter as a national and international visitor destination.

Throughout term three, footfall will be driven through an increase in highly targeted advertising. New dedicated social media channels for the Discover JQ brand, partnerships with influencers, and seasonal marketing campaigns will all accelerate the JQBID's plans, attracting audiences from outside the Jewellery Quarter.

An exciting calendar of cultural events will also compliment the marketing and bring visitors to the area to enjoy festivals, markets and fairs. Christmas will continue to be the flagship event in the JQBID's calendar, with a spectacular Christmas lights scheme. Again, we look to host one of the city's largest switch-on events, an array of installations and awe-inspiring displays across the Quarter.

Increasing promotion

In addition to its destination marketing strategy, the JQBID will continue to promote and champion businesses from within the Quarter. We will support them in this by increasing reach within individual sectors.

With Birmingham set to welcome an increase in tourists and residents over the next five years, the JQBID will utilise its highly engaging marketing channels to increase the exposure of its BID levy payers. Monthly newsletters that are distributed to a subscriber list of 5,000 visitors and a business list of key decision makers are two key avenues that will be used to promote business news and services. Additionally, JQBID's quarterly JQ Life magazine will continue to be printed and distributed throughout the West Midlands, our highly engaged social media channels will continue to interact and promote the area, and two high performing websites will become a handy guide for potential visitors.



The Statistics



30k+
Discover JQ
social media
followers



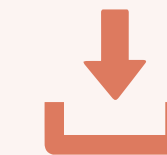
16k+
JQBID
social media
followers



39%
Average open
rate for
newsletters



60+
events across
the Quarter



1500
downloads of
Discover JQ app

In the press

The Jewellery Quarter has been mentioned and recommended in many national and international travel press features. Here are some of our highlights.



13 of the best UK City Breaks to take in 2022



15 most fun things to do in Birmingham



Putting the JQ on the World Stage



36 Hours in Birmingham



Precious Gem Guardian Travel



7 things to see and do in Birmingham



A jewel of a neighbourhood

Welcoming £800 million worth of investment, 5,000 new residents, a 36-storey tower, and more...

The JQ's landscape is set to dramatically evolve over the next five years as developers continue to show confidence in the area.



A CGI of the proposed St Paul's Quarter development in the Jewellery Quarter

Moving with the times

St Paul's Quarter, a mixed-use scheme will bring 320 new apartments and over 100,000 sqft of commercial space with it. Hockley Mills will operate over four acres of land next to the Jewellery Quarter station. It will also house 400 apartments and space for offices, retail units and workshops. That's not all, Moda Living will see the Jewellery Quarter welcome its first ever skyscraper with a 36-storey tower bringing to it more than 700 homes. A development that will also create a brand-new neighbourhood, consisting of boutique shops, café-bars and restaurants, and over 29,000sqft of new public realm.

Great Hampton Street, Key Hill, and Legge Lane are also seeing huge transformations over the next five years, all amounting to transformative times for the area.

Being the voice of business and community, the JQBID is excited to represent the views of its members as we enter a defining phase of the Jewellery Quarter's development.

Protecting the Quarter's heritage

Whilst development progresses at pace, it is crucial that the integrity of the Jewellery Quarter is maintained and that we protect its heritage and legacy. The JQBID commits to attracting investments and delivering projects that safeguard the Jewellery Quarter's all-important history.

The Jewellery Quarter Neighbourhood Plan, once approved, will enable the JQ to have an active voice in approving or rejecting developments. The plan will also enable the JQ to protect the conservation area, future proofing the Quarter for generations to come.

The Jewellery Quarter Development Trust (supported by the BID) has also begun work on developing visioning studies for three neglected parts of the Jewellery Quarter. Through funding awarded by the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP), the JQDT, together with the local community, will set out its place making plans.

Capitalising on the city's global spotlight

The Birmingham Commonwealth Games 2022 is the biggest event to happen in the city for a generation. Working in collaboration with major partners of the visitor economy in the West Midlands, JQBID will look to capitalise on the event's legacy, sourcing outside investment to accelerate the Jewellery Quarter's visitor offering.

Initial funding has already been awarded via the GBSLEP with plans to establish a Jewellery Biennial, which will dramatically enhance the Jewellery Quarter's reputation on the international stage.



The Proposed Budget

How will we spend your levy?

Business Support
£65,000 per annum

E.g. Voice for the Quarter, Business Support Hub, Supporting our Heritage & Environment (via the JQDT)

Clean & Green
£100,000 per annum

E.g. Dedicated JQ Clean Team, Floral Displays, Recycling Scheme

Safe & Welcoming
£40,000 per annum

E.g. Improved CCTV for the JQ, Ambassadors to meet and greet, Partnership working with West Midlands Police Force

Footfall & Promotion
£155,000 per annum

E.g. Calendar of Events, Christmas Lights, Destination Marketing

Operational Costs
£90,000 per annum

E.g. Office Costs, Staff, Equipment

Total expected income:
£450,000 per annum



Voting

All hereditaments (rateable properties) listed on the National Non-Domestic Rates (NNDR) list as of the date 6th April 2022, within the BID area defined by our BID map (page 10) will have the opportunity to vote for the renewal of the JQBID; with the exception of exempt hereditaments within the area.

Exempt hereditaments are those that have a (RV) of less than £10,000. 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 July 1st 2022, it will comprise of a 28 day postal ballot. All votes will need to be received by 5pm on Thursday 28th July by Civica Election Services, who are an independent organisation that will be conducting the ballot. The result should 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;

- Of the votes cast more than 50% must vote yes
- 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 the BID Levy from 1st September 2022 until 31st August 2027.

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 active NNDR list from April 6th 2022. When the Valuation Office Agency carry out their next full revaluation of the NNDR list, the active NNDR list for billing will be updated to match the new figures and this will be used for the remainder of the BID term. 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 Board of Directors discretion.

The BID levy will be capped at £10,000 per year 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 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 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 Plan. The BID income is controlled and managed by those that pay the levy and will bring in approximately £450,000 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 third term of JQBID would commence from 1st September 2022 and would be apportioned to match the rest of the financial year, to 31st March 2023. Billing would then continue annually until 31st August 2027.

Governance

The current BID in the Jewellery Quarter is delivered by the Jewellery Quarter Development Trust CIC. If this BID renewal ballot is successful the JQBID will separate from that delivery structure and The Jewellery

Quarter BID Limited (JQBID), a private-sector led, not for profit company, limited by guarantee will deliver the JQBID business plan. The JQBID Board will be made up of JQBID Levy Paying businesses and where possible will represent a cross-section of the Levy Paying industries based in the Jewellery Quarter; additional members may be co-opted as required. The Board of Directors will be responsible for financial arrangements, contractual obligations, human resources, standards and compliance and strategic direction. The proposed budget may be altered with the approval of the Board of Directors to adapt to changes in circumstances as the third term progresses.

Baseline Statements of Public Bodies

West Midlands Police and Birmingham City Council produce Baseline Services Statements on the specific services 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

- Highways Maintenance - including Lighting and Signage
- Parking Management
- Street Cleansing
- Grounds Maintenance and Arboricultural Services

Other Public bodies

- Police

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

Summary of the Ballot timetable

Fri 17th Jun	The Notice of ballot will be sent to all eligible voters.
Fri 1st Jul	Ballot papers will be posted to all voters.
Thu 28th Jul	The last day voters can vote, the ballot paper must be received by 5pm.
Fri 29th Jul	Declaration of JQBID result (at the earliest, may come later).
Thu 1st Sep	Commencement of new 5-year BID term.

VOTE YES

for the JQBID

To find out more about the Jewellery Quarter BID Renewal,

Please visit: www.jewelleryquarter.net

Call us on: 0121 2332814

Or email: info@jqdt.org

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

Facebook [/JewelleryQtr](https://www.facebook.com/JewelleryQtr)

Twitter [@JQBID](https://twitter.com/JQBID)

Instagram [@JQ_BID](https://www.instagram.com/JQ_BID)

Place your vote by
Thursday 28th July 2022

Business Support
Cleaner & Greener
Safe & Welcoming
Increase Footfall &
Promotion



JEWELLERY QUARTER BID