



# JEWELLERY QUARTER BID

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## JEWELLERY QUARTER BUSINESS IMPROVEMENT DISTRICT (JQBID)

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**Statutory Explanatory Notes**  
April 2023



## Overview

**This document gives an overview of the projects, events and initiatives for 2023 and incorporates views and comments received from BID levy payers.**

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

**In July 2022 Levy paying businesses voted 87% in favour (of those that voted) of a third five-year term in the JQBID Renewal Ballot. The third term commenced on 1<sup>st</sup> September 2022 and runs until 31<sup>st</sup> August 2027.**

The Jewellery Quarter BID is funded by a levy on building occupiers who are eligible, within the JQ, for the benefit of those that contribute by improving the area they trade in.

The BID levy is an annual amount payable until the end of this five-year term on **31<sup>st</sup> August 2027**.

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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 **10 BIDs in Birmingham**.

### Who manages the BID?

The Jewellery Quarter BID is operated by The Jewellery Quarter BID Limited. The Jewellery Quarter BID undertakes a range of activities on behalf of the business community to raise the profile of the area making it a safer, cleaner and more vibrant place to do business. The Board of Directors are made up of Levy Paying businesses from the Jewellery Quarter who have a vested interest in how your investment is delivered to the area. Day-to-day, the BID is managed by a small team of employees.

### 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. 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 Jewellery Quarter BID3 business plan (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% of a hereditaments Rateable Value.** The following conditions apply:

- The annual levy will be apportioned on a daily basis where hereditaments are taken out or brought into the National Non-Domestic Rates (NDR) list.
- No exemptions will be granted for void or partially empty premises. No exemptions will be made for Listed properties.

- The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%.
- Existing Hereditaments with no merges or splits with rateable values that were below £10,000 (in the 2022 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 2022, I have started to receive a BID levy bill. Why is this?

From 1st September 2022, the Jewellery Quarter BID welcomed new levy payers based on the following changes:

- The BID area was expanded for its third term to reflect the natural footprint of the Jewellery Quarter. To view a map of the BID area, please visit the JQBID website and look at the Business Plan [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid).
- A revaluation of Rateable Values (RV) was undertaken by the Government, and it comes into effect on **1st April 2023**. 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 Business Plan 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 Plan, please visit the JQBID 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 Plan.

### What is the estimated total revenue to be raised from the BID levy in 2023/24?

**The estimated total revenue to be raised, 'for a full financial year', from BID levy in 2023/2024 is £450,000.** 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@jqbid.co.uk](mailto:info@jqbid.co.uk) or visit [www.jewelleryquarter.net/jqbid](http://www.jewelleryquarter.net/jqbid) for more information.

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# The BID's Work Themes

The JQBID Plan outlines the **four key areas** that the BID will focus on for the **third BID term**. This document gives an overview of the projects, services and initiatives for 2023.

**Our third 5-year term started from September after a successful ballot result in August 2022.**

## Business Support

- Frequent communication with levy payers to share business opportunities, support and any council-led projects or third-party organisations.
- Bringing together businesses at networking events including Levy Payer's Dinner and cross-sector meet ups.

## Cleaner and Greener

- The Glutton. A cleaning machine to drastically improve the level of cleanliness of the JQ streets.
- Dedicated JQBID Clean Team with their close partnership with Birmingham City Council and Kier to report and fix issues encountered in our public spaces.
- Co-ordination and subsidising a JQ Levy Payers recycling service for local businesses.

## Safe & Welcoming

- Jewellery Quarter Ambassadors for liaison with local businesses so that they are able to report their concerns for the JQBID to attend to, and to engage with 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 railway station.



**JEWELLERY QUARTER BID**

## Footfall and promotion

- 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.
- Working partnership with West Midlands Growth Company, West Midland Combined Authority and Birmingham City Council to position the Jewellery Quarter as an attractive place for business and leisure.
- Bespoke Christmas Lights Scheme throughout the Quarter including 3mx3m bespoke diamond ring feature.
- Collaboration with local Museums & Attractions to coordinate heritage activity across the Jewellery Quarter, especially during Birmingham Heritage Week.
- Making better use of empty/unused spaces across the JQ for more frequent cultural events.

## More information

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

JQBID

Address: The Joint Works, 62-64  
Albion Street, Jewellery Quarter,  
Birmingham, B1 3EA

Phone: 0121 233 2814

Email: [info@jqbid.co.uk](mailto:info@jqbid.co.uk)

Thank you