

Jewellery Quarter Business Improvement District

BID PROPOSAL

Polishing Birmingham's Gem



**YOTE
YES**

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What is a Business Improvement District?

A Business Improvement District (BID) is a defined area within which the local business community work together to invest in projects and services that improve the business environment and the experiences of visitors and service users.

The BID is operated by an independent business-led community interest company that is committed to the area's ongoing improvement. It also delivers services additional to these provided by local authorities and other locally managed projects.

- 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 numbers of voters and rateable value
- A BID can operate for a maximum of five years after which a renewal ballot becomes necessary
- Every penny of the funds raised by the BID is spent by and in the community

POLISHING OUR GEM

A message from the Jewellery Quarter Development Trust



Indeed, as the Prince of Wales said, Birmingham's Jewellery Quarter is 'remarkable', 'marvellous' and 'authentic' and we who know the place agree... and so, apparently, do Manchester and many other UK cities who admit to being envious that they don't have anything as unique in the centre of their cities!

However, everyone must be puzzled as to why the area has suffered from a chronic lack of investment and particularly in comparison with the rest of the city centre and Eastside. When the council folded the Regeneration Partnership it effectively handed the baton to the community who immediately established the Jewellery Quarter Development Trust (JQDT).

The JQDT is determined to succeed and if ever an area was tailor-made for a BID it is the Quarter with its unique blend of business and heritage, manufacturing, private investment and ownerships and its skilled, creative people who take great pride in the place.

Birmingham's web site once, somewhat apologetically, described the Quarter as 'a hidden gem' - well we've found it! The BID is one part of the Development Trust's plans and this proposal is as much about clean streets as it is about publicising this 'genius loci', increasing the footfall and encouraging investment in a way that encapsulates and promotes this uniqueness.

The BID is a once-in-a-generation opportunity so we are asking everybody in the area to help us polish our gem and, maybe, make this 'remarkable' place the envy of Europe.

David Mahony
Chair, Jewellery Quarter Development Trust

DID YOU KNOW?

The Jam House was opened in 1999, on St George's day, to a capacity crowd who were entertained by its patron and biggest supporter, Jools Holland and his Rhythm 'n' Blues Orchestra

WHY SHOULD YOU VOTE YES?

If you vote 'YES', you will secure a unique opportunity for your business to promote it's profile and improve the environment for your staff, clients and customers. Furthermore, if you own property in the Quarter, the BID will undoubtedly add value to your investment, encouraging businesses to relocate into the area.

If you vote 'YES' the BID will generate more than £2 million over five years in projects and services that respond directly to your concerns and aspirations. We will also use the BID to seek additional funding from public sector agencies, grant bodies and property developers which could potentially double the income.

The economic climate means that overnight the way things are funded has changed. Increasingly funding by means like a BID will become the only option. We urge you to support this BID in order that the Quarter can fulfil the potential of this unique place and, at last, take its place in the city centre and compete with other parts of the city on a level playing field.

With the BID this aim can undoubtedly be achieved. There will never be a better opportunity. We urge you to vote 'YES'!

BID STEERING GROUP

David Mahony

Chair of Jewellery Quarter Development Trust



Marion Wilson
JQDT BID Liaison



Stephen Whittaker
JQDT BID Steering Group



Mark Hickman
JQ BID Steering Group



Geoff Shuttleworth
Chair of Jewellery
Quarter Association



Andrew Cox
JQ BID Steering Group



Mike Mounfield
Chair of Jewellery Quarter
Neighbourhood Forum

DID YOU KNOW?

The Quarter is home to the world's biggest collection of signed album prints at St Paul's Gallery

BE PART OF IT

This is what the local business community has been saying:



John Bunce

(The Jam House, St Paul's Square)

"The Quarter has some great places to eat and drink but we need to make sure that the area is welcoming for visitors. The BID is critical in achieving that aim."



Mike Henrick

(Henricks Jewellers, Augusta Mews)

"I'm one of the many independent Jewellers in the Quarter and, with times very difficult for small businesses, we need to increase footfall. I welcome the BID proposals and particularly its marketing plans, which will make a positive difference where it's needed most."



David Prince

(Midlands Industrial Association, A Friendly Society, Frederick Street)

"Our Argent Centre complex is home to more than 60 small businesses and, as a major landlord, we see the JQ BID as a catalyst for attracting further business to the area."



Jilly Cosgrove

(Barques, Ludgate Hill)

"As a progressive business we have invested heavily in the Quarter and we feel that the BID proposal will provide the sort of vibrant image and welcoming, safe environment that is as important to our staff as it is to our clients."



Ray Linforth

(University College Birmingham)

"As one of the largest educational providers in Birmingham, it is vital that prospective students see the area as an attractive environment in which to embark on their studies. This is equally important for the recruitment and retention of our own staff and the BID proposals are absolutely key in adding value."

Neville Topping

(Elias Topping, Newhall Street)

"We are leading on the Newhall Square project and it is important to both ourselves and prospective investors that our developments are complemented by an area that is attractive, clean and safe. Undoubtedly, a Business Improvement District will act as an extra incentive to those investors."

DID YOU KNOW?

The whistles used on the Titanic were made in the Quarter

EXISTING BIRMINGHAM CITY CENTRE BIDS

BIDs are already making a real difference in the city centre operating successfully in Broad Street, Colmore Row, the central retail area and, most recently, Southside.

Broad Street BID

"Our experience on Broad Street is that the BID has been a key driver in enhancing the environment in many ways and also reducing crime. However, the most important role the BID plays is giving the business community a voice of influence with the resources to make things happen. The Jewellery Quarter BID will bring similar benefits and provide the infrastructure to enable the area to respond to the inevitable changes that will occur with today's rapidly evolving business environment."

Gary Taylor,

Chair, Broad Street BID, www.broadstreet.co.uk

Retail Birmingham BID

"Working on behalf of some 1,000 retailers, Retail Birmingham was established as a BID in April 2007 to deliver high quality marketing, environment and business support services in order to attract more shoppers and improve the visitor experience. It now invests in excess of £1 million annually, with its additional leveraged funding, and is successfully established as the voice of retail. It has also gained support with other wards in the city recognised as the 'experts in their field'."

Jonathan Cheetham

Chairman, Retail Birmingham BID, www.retailbirmingham.co.uk

Colmore BID

"Among the early success of the Colmore Business District is the collective strength we now have with the City Council and other key stakeholders, such as Marketing Birmingham working on a variety of initiatives. A BID for the Jewellery Quarter will enable businesses in the area to have the same strength. As a neighbouring BID area, we can undoubtedly create an even stronger voice for the business community by working in partnership."

Gary Cardin

Chair, Colmore BID, www.colmorebusinessdistrict.co.uk

Southside BID

"Southside is the youngest BID in Birmingham after being established in April 2011. In this short time it has already been responsible for implementing schemes including Leisure Watch, which aims to reduce crime within the area, and the introduction of Southside street wardens. However, most importantly the BID has worked to develop strong relationships with businesses and residents to ensure their voice is heard. The next three years herald big changes for Birmingham through continued regeneration and flagship projects such as the New Street Station redevelopment. The introduction of a Jewellery Quarter BID will ensure that its businesses will be given the same opportunities to continue evolving with the rest of the city."

Stuart Griffiths

Chair, Southside BID, www.southsidebid.co.uk

DID YOU KNOW?

Star's Cafe Theatre staged a 24-hour Scalextric race complete with radio commentary

WHAT WILL THE BID DELIVER?

The issues, objectives and actions proposed through a successful BID are set out in the following pages and are a result of extensive consultation through widely circulated newsletters and questionnaires to over 500 businesses, a website forum and the views of more than 20 key 'business champions' and stakeholders from across the Quarter. Over a dozen information cascading meetings have also been held throughout January and February together with a drop in day.



DID YOU KNOW?

Published Author Kathleen Dayus, who wrote *The Girl From Hockley*, was born in the Jewellery Quarter

The main objectives are:

- Making the Quarter more attractive, tidier and cleaner
- A safer and welcoming Jewellery Quarter
- Promoting the Quarter as a unique place to work, visit, live and invest
- Supporting business growth
- A better connected Quarter
- Championing the Quarter

DID YOU KNOW?

Steam from the works engine of the Albert Works (now the Argent Centre) was recycled to heat the building's very own Turkish bath



The Argent Centre



How the derelict former nurses home on Ludgate Hill could look with temporary art schemes

MAKING THE QUARTER MORE ATTRACTIVE, TIDIER AND CLEANER

Issues:

Businesses want to be located in an attractive and well managed environment for the benefit of their staff, clients and visitors. The shops, museums, galleries, restaurants, cafes and bars, which all help to make the Quarter so distinctive, also need their customers to feel welcome and to arrive in a well managed environment which befits such a unique area as the Jewellery Quarter. Concerns have been raised that the area is becoming tatty and badly maintained. This perception affects both the connecting routes from the city centre and St Paul's Square as well as the central Jewellery Quarter shopping area.

Objective:

To secure a high quality and well managed streetscape and tackle dereliction.

Actions:

- A BID funded 'In Bloom' initiative with hanging baskets and features
- Street tidy up, removing redundant signs and replacing/repainting traffic sign columns
- Grants for temporary art and landscaping schemes to animate empty buildings and improve the aesthetics of vacant/derelict buildings and sites
- A twice yearly deep clean of key Jewellery Quarter streets
- Working with the Planning Authority to ensure appropriate and proper enforcement to address dereliction and neglect
- Proactively working with the Jewellery Quarter landowners and developers to take advantage of grants and other funding initiatives available for building improvements
- Working with Birmingham City Council (BCC Highways) including a review of parking measures in the Quarter one year after the introduction of the Controlled Parking Scheme

A SAFER AND WELCOMING JEWELLERY QUARTER

Issues:

Businesses want the district to be safe and welcoming for their staff and clients. While evidence indicates that the Quarter is not prone to high levels of recorded crime, shops, restaurants, bars and other attractions in the Quarter want customers and visitors to feel comfortable and looked after when they arrive. Infrastructure issues such as poor lighting on some streets also need to be addressed to provide reassurance to pedestrians.

Objective:

To present a more user friendly face to clients, staff and visitors to secure visible improvements to actual and perceived safety across the district.

Actions:

- Working in partnership with West Midlands Police to retain a high profile presence in the Quarter through the development of a combined Tourist Information Centre and Police Station reception
- Introduce a JQ 'Welcome Host' scheme with JQ 'ambassadors' who will be on hand to welcome and signpost visitors while acting as the 'eyes and ears' for the BID and its levy payers, particularly on environmental and community safety issues
- Working with the City Council and Amey, its highways contractor, to ensure that an appropriate programme of improved street lighting is agreed
- Working with West Midlands Police, Birmingham City Council and developers to ensure a well maintained CCTV scheme

DID YOU KNOW?

The Sytner Group has just been voted 3rd in the Sunday Times Top 25 Best Big Companies to Work for Award



The beginning of the Charm Bracelet Trail at the bottom of Newhall Hill next to the Sytner garage



Farmers' Market

PROMOTING THE QUARTER AS A UNIQUE PLACE TO WORK, VISIT, LIVE AND INVEST

Issues:

While the Jewellery Quarter is acknowledged internationally as unique, to many people both in Birmingham and the wider area, it remains a hidden gem. Many businesses such as shops, cafes and bars rely on footfall while business generally in the Quarter want to secure new clients and customers. By raising the profile and reputation of the area it should reflect the location as being a dynamic place to do business.

Objective:

To promote the Quarter and raise its profile as being a unique destination for leisure purposes and a dynamic place to invest and do business.

Actions:

- A targeted promotional campaign to raise the profile of the JQ BID area with leveraged support from Marketing Birmingham
- Introduction of a programme of festivals, events and markets to encourage footfall and promote the Jewellery Quarter to a wider audience
- Celebrate the Quarter as a place where things are made
- Retain and expand the display of Christmas lights and events
- Proactive management of the Jewellery Quarter website and the introduction of a Jewellery Quarter magazine to attract footfall and investment

DID YOU KNOW?

Harry Gem, founder of lawn tennis, is buried in the Quarter

SUPPORTING BUSINESS GROWTH

Issues:

Businesses want to be well informed and involved in proposals, events and opportunities affecting their activities, their staff and their customers. For example, promoting local business to business trading, information and networking events and joint initiatives can lead to improved business performance, increased financial returns and greater impact in meeting environmental and social responsibilities. Other important aspirations can be met through involvement with community and charitable activities including, for example, those with arts and culture or education and employment priorities.

Objectives:

To facilitate a vibrant local business network and promote meaningful engagement with the wider community.

Actions:

- Using the main Jewellery Quarter website to promote business to business
- Working with the City Council and other partners to secure funding to promote a centre of excellence for exhibition and sales to showcase the unique nature of businesses in the Quarter
- Introducing a series of networking events in partnership with the Jewellery Quarter Association
- Supporting the jewellery trade through incubation schemes and marketing initiatives to raise the profile of the trade
- Working with local health providers on health promotion and screening initiatives
- Working with environmental agencies on potential for self financing block purchasing for recycling schemes



Newhall Square



Hylton Cafe, Hylton Street

DID YOU KNOW?

In 1855, Elkington's employee, Alexander Parkes developed Celluloid, the first ever plastic, in the Quarter

DID YOU KNOW?

Washington Irving's classic novel Rip Van Winkle was written in the area



Jewellery Quarter Rail and Metro station

A BETTER CONNECTED QUARTER

Issues:

The Jewellery Quarter suffers from disconnection, not only caused by Great Charles Street and the Ring Road but also from connecting routes being blighted by dereliction and a bleak environment.

Objective:

To improve accessibility to the Quarter and wayfinding within it.

Actions:

- Working in partnership with Marketing Birmingham and Centro on the introduction of a new wayfinding scheme to help orientation for visitors to the Quarter
- Working in partnership with Birmingham City Council and Colmore BID to deliver an improved connection from the Colmore Row area to Ludgate Hill/St Paul's Square/Jewellery Quarter shopping area
- Working in partnership with Digital Birmingham and bandwidth providers to ensure the Quarter is a priority for the introduction of the proposed fast bandwidth to service the community
- Development of low cost travel schemes and improved cycling provision through joint networking with Centro, Birmingham City Council and other transport agencies

CHAMPIONING THE QUARTER

Issues:

Businesses want a locally managed, business led partnership projecting a clear and effective single voice for the Jewellery Quarter. By championing opportunities and lobbying to shape positive changes, improving the Jewellery Quarter can become a reality.

The BID should ensure that the Jewellery Quarter is on an equal footing with other parts of the city centre and therefore doesn't become neglected and a 'second division' area, as has frequently happened in the past.

Objective:

To provide the necessary commitment and resources to ensure the BID delivers positive outcomes while being accountable to all businesses within the BID.

Actions:

- Appoint a BID Manager to ensure effective and efficient delivery of the BID proposal
- Appoint a BID Committee which not only accurately represents its business community but forms a vibrant and effective body to push forward and deliver the BID objectives
- Have a strategic voice and secure representation on all relevant bodies including the City Centre Management Board

DID YOU KNOW?

The BBC's
Kay Alexander
is Chairman of
the Assay Office



Jones and Palmer printers, 95 Carver Street

PROPOSED YEAR ONE BUDGET

<i>What Do We Want</i>	<i>How We Will Achieve It</i>	<i>How Much Will We Invest In Year 1</i>	<i>How We Will Measure Success</i>
More attractive, tidier and cleaner	A BID funded 'In Bloom' initiative with hanging baskets and features in St Paul's, the Jewellery Quarter shopping area and main connecting routes to the city centre.	£22,000	<ul style="list-style-type: none"> - Number of flower features - Business and customer user surveys
	Deep clean of key Jewellery Quarter streets.	£20,000	<ul style="list-style-type: none"> - Lengths of street cleaned - Business and customer user surveys
	Removing redundant signs and replacing/repainting damaged/rusty traffic signs/columns.	£20,000	<ul style="list-style-type: none"> - Number of columns improved/removed - Business and customer user surveys
	To bring into use/improve the exterior aesthetics of vacant/derelict buildings with grants for temporary art schemes.	£30,000	<ul style="list-style-type: none"> - Number of derelict buildings treated - Number of art schemes
A safer and more welcoming Jewellery Quarter	Working in partnership with West Midlands Police to retain a high profile police presence in the Quarter through the development of a combined Police Station/Reception/Tourist Information Centre.	£30,000	<ul style="list-style-type: none"> - Number of visitors and visitor satisfaction information
	Introduction of a welcome host scheme to act as Jewellery Quarter ambassadors and as its 'eyes and ears' for community safety and environmental issues, while providing regular face-to-face contact with BID levy paying businesses.	£80,000	<ul style="list-style-type: none"> - Number of incidents/issue reports/number of people advised - Business and customer user surveys

<i>What Do We Want</i>	<i>How We Will Achieve It</i>	<i>How Much Will We Invest In Year 1</i>	<i>How We Will Measure Success</i>
Promoting and marketing	A targeted promotional campaign through the media.	£60,000	<ul style="list-style-type: none"> - Number of campaigns - Value of media coverage - Business and tourism surveys
	Introduction of festivals, events and markets to encourage footfall and promote the Jewellery Quarter to a wider audience.	£40,000	<ul style="list-style-type: none"> - Number of events/footfall
	A BID funded Christmas lights display.	£18,000	<ul style="list-style-type: none"> - Number of lights displayed - Customer survey
	Proactive management of the Jewellery Quarter website and the introduction of a Jewellery Quarter magazine to attract footfall, investment and provide business to business networking/ information on BID proposals/Jewellery Quarter issues.	£20,000	<ul style="list-style-type: none"> - Number of website hits/magazine circulation
Supporting business growth	Introducing a series of networking breakfast events in partnership with the Jewellery Quarter Association.	£2,000	<ul style="list-style-type: none"> - Number of attendees
A business-led and managed Jewellery Quarter	Employment of a BID manager, an operations and administration co-ordinator reporting to the Jewellery Quarter Development Trust and a committee of levy paying businesses representatives. Includes office overheads.	£88,000	<ul style="list-style-type: none"> - Delivery of first year actions
TOTAL BUDGET YEAR ONE		£430,000	

HOW WILL THE BID BE FINANCED?

The principle source of funding is the annual BID levy, which will be applied to all business ratepayers as follows:

- The levy will be set at 2% of rateable value (see **NOTE 1**)
- All business sectors will be included
- The maximum total annual BID levy payment will be capped at £10,000 for any individual business ratepayer incorporated company or other organisation
- No relief is proposed for vacant premises liable, at the time of ballot, to business rates (see **NOTE 2**)
- The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%

The BID will pursue other sources of income which could significantly increase the available funds including:

- Birmingham City Council is already a committed supporter of the BID having made significant financial and practical contributions to its development phase. The Council has confirmed that it will collect the levy at no cost to the BID in addition to making levy payments on its own premises. It has confirmed that in excess of £2 million will be invested in public realm improvements within the next two years of the BID.
- Commercial sponsorship and income generation
- European funding and benefits arising from the proposed Enterprise Zone
- Leverage of support from other appropriate partners such as Marketing Birmingham

DID YOU KNOW?

BDG in Northwood Street makes the cutlery for Cunard's first class lounges

NOTE 1:

The BID will be applied to hereditaments with a rateable value of £10,000 and above with the exception of private car parks for private use as assessed in the 2005 Local Non Domestic Ratings List as at 1st April 2011. No subsequent adjustments will be made to levy charges for outstanding proposals not reflected in the ratings list as at 1st April 2011.

Where a property is taken out of the Ratings List, the BID levy will apply up to the date before the effective date of removal and the annual BID levy will be apportioned accordingly. Where a new assessment is brought into the Ratings List, the BID levy will apply from the effective date as shown in the Ratings List. The annual levy will be apportioned on a daily basis. The BID levy will be increased each year by the annual inflationary factor for Local Non Domestic rate bills as calculated by the Government.

NOTE 2:

Where at any time of the ballot, there is no current occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.

SO WHAT DOES THIS MEAN?

The projected total levy income in year one of the BID is £455,000. For the purposes of preparing the BID proposal, a contingency of £25,000 for non collection of BID levies has been included resulting in a year one budget of £430,000. However, as a number of new developments are due to come on stream over the next few years of the BID, it is assumed that any net movement in the future income levels will be upwards only.

While office based businesses will account for more than 50% of the levy income, significant income will come from other sectors including, retail, hospitality, manufacturing, education establishments and public car parks.

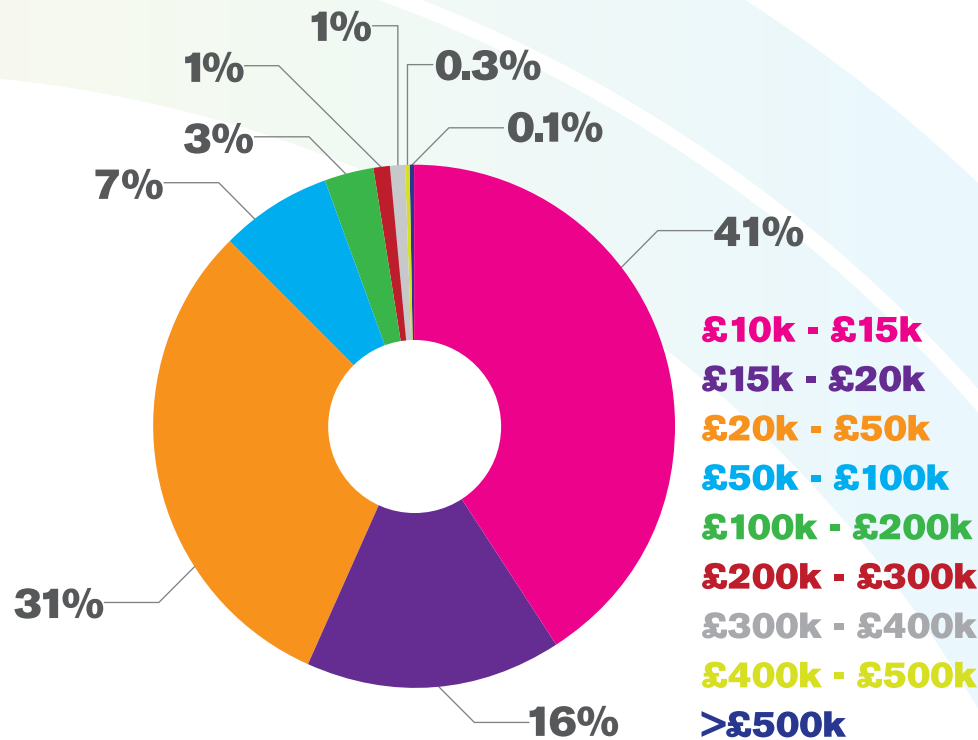
Therefore, most businesses investing a modest amount will generate significant leverage in a fair and transparent way remembering that 100% of the total annual income, at least £430,000 will be invested in the area as a whole.

For illustrative purposes

Over half of the businesses in the Quarter will contribute no more than £375 per annum in levy contribution, all of which will be invested in the Quarter.

DID YOU KNOW?
Worcestershire Medal Service (Gladman and Norman) joined forces with two other Jewellery Quarter companies - Toye, Kenning and Spencer, and Thomas Fattorini - to win the contract to produce the Queen's Diamond Jubilee Medals.

Premises by Rateable Value band



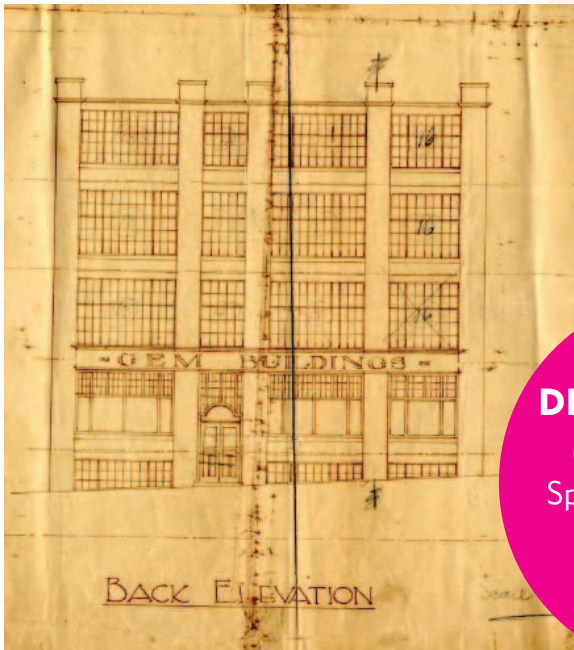
Business premises by sector over £10,000 Rateable Value

- 318** Offices
- 61** Workshops
- 26** Factories
- 25** Shops
- 15** Warehouses
- 13** Public Houses
- 12** Bars & Restaurants
- 7** Showrooms
- 5** Museums & Galleries
- 4** Hotels
- 4** Cafes
- 3** College Premises
- 3** Banks
- 3** Betting Shops
- 2** Universities
- 2** Clubs
- 2** Post Offices
- 2** Hostels
- 2** Day Nurseries
- 2** Health Centre & Surgery
- 1** Theatre
- 1** Police Station

WHERE WILL THE BID OPERATE?

The Jewellery Quarter BID area is bounded by the Jewellery Quarter side of Great Charles Street, Livery Street, Great Hampton Street, Hockley Hill, Key Hill Drive, Icknield Street, Sandpits and Summer Row.

The area includes St Paul's, the main Jewellery Quarter shopping and manufacturing areas and all the strategically important areas that connect the Quarter to the city centre and Hockley.

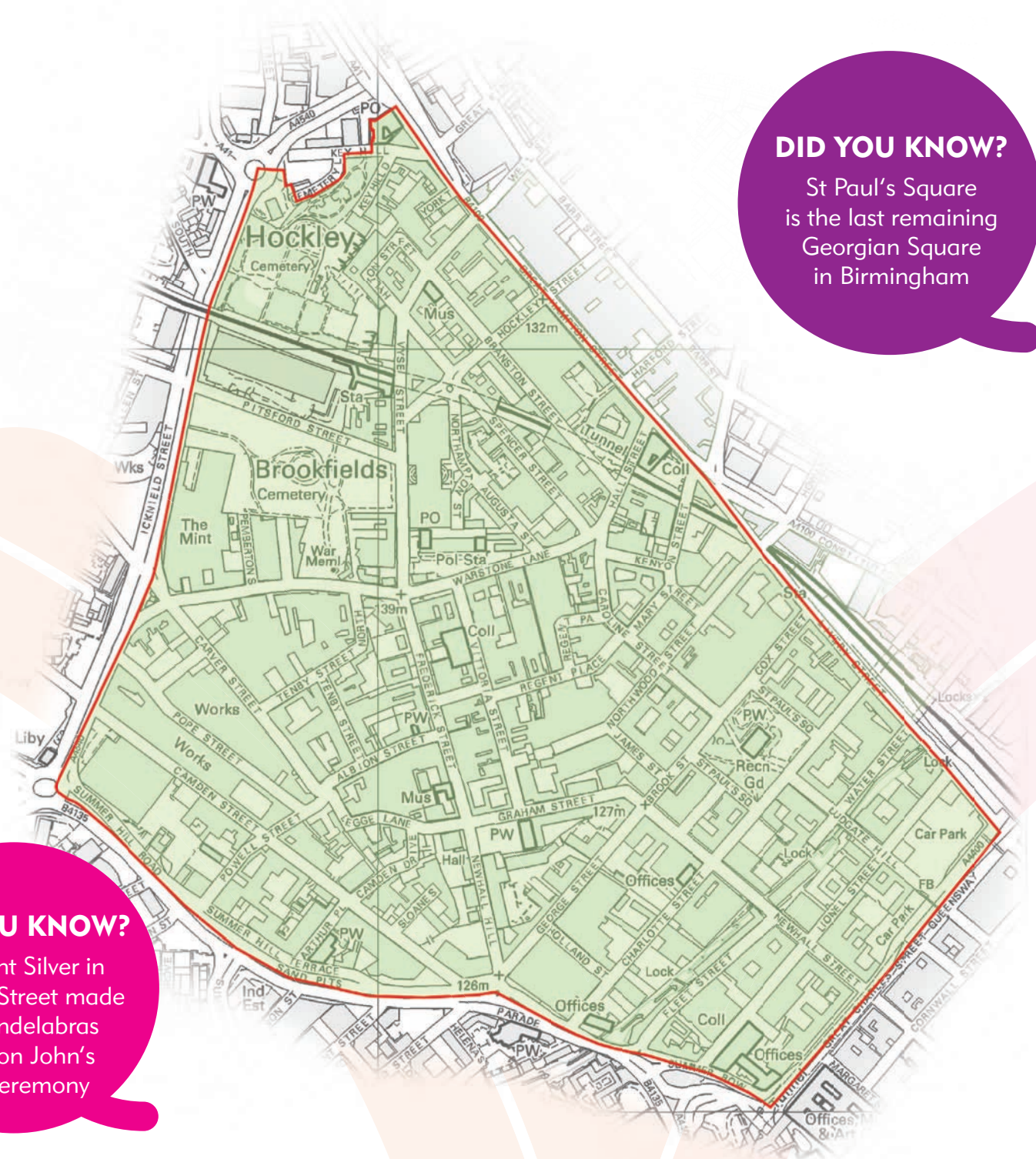


DID YOU KNOW?

Crescent Silver in Spencer Street made the candelabras for Elton John's civil ceremony

DID YOU KNOW?

St Paul's Square is the last remaining Georgian Square in Birmingham



HOW WILL THE BID BE ORGANISED AND MANAGED?

Organisation

The BID will be managed by the Jewellery Quarter Development Trust (JQDT), which is a community interest company. The JQDT is a partnership between the Jewellery Quarter Association, the Jewellery Quarter Marketing Initiative, the Jewellery Quarter Trade Alliance and other key stakeholders in the area.

The management of the BID and its budget will be delegated to a BID Committee of fifteen members who will all be representatives from levy payers with the exception of one member who will represent the residents. Following a successful ballot, expressions of interest will be requested from levy payers with the aim of ensuring that there is an even spread of representation both geographically and sectorally.

The Jewellery Quarter Development Trust through the BID Committee will be directly accountable to BID levy payers for:

- Upholding and promoting the BID's vision and objectives
- Effective and efficient delivery of the projects and services as set out in the BID proposal
- Promoting the conditions necessary to secure the active and continued support of business members and other partner organisations
- Consulting on renewal of the BID in the last year of its 5-year term and bringing forward a BID Renewal Proposal as appropriate

Every levy paying business and organisations making annual financial contributions will be entitled to vote at general meetings.

Management

The appointment of a BID Manager will be an immediate priority following approval of the BID. Subsequent recruitment of an operations and administration co-ordinator will complete the small management team.

The BID manager will act as the day-to-day face of the district and be responsible and accountable to the BID Management Committee for:

- Directing the BID projects and services and reporting on progress
- Being the single voice representing the Quarter for the benefit of the levy payers
- Being pro-active and responsive to levy paying businesses
- Securing BID levy and additional funds
- Ensuring effective financial management

DID YOU KNOW?

The hit BBC TV show 'Hustle' was shot on location in the Jewellery Quarter

DID YOU KNOW?

The Quarter is home to the second oldest art gallery, RBSA, with royal status in Britain

BALLOT ARRANGEMENTS

All eligible businesses with premises with a rateable value of £10,000 or above will be entitled to vote if they were listed as a non-domestic rate payer within the proposed BID area on the date the notice of the ballot is published. Businesses with more than one hereditament that is liable to the levy will receive a vote for each eligible hereditament.

In the case of an empty or partly refurbished property, where no occupational lease exists, the property owner will be entitled to vote.

Registered charities will be entitled to the same percentage discount as applied to their business rates.

For the BID to proceed the ballot must secure majority support (over 50%) of those that vote (i) by number (ii) by rateable value.

Levy collection

The BID levy will be initially invoiced from September 1st 2012 covering the 7th month period until the end of the financial year 2012/2013.

Thereafter it will be invoiced annually to all liable businesses from 1st April 2013 to cover its 5 year term of the BID (final year, 2017/18 i.e 5 months). The levy will be collected free of charge by Service Birmingham on behalf of Birmingham City Council.

If the BID is approved, all businesses balloted will be liable to the levy regardless of whether they voted for the BID or against it, or abstained in the ballot.

Commencement date of term

The BID's first term will commence on 1st September 2012 and end on 31st August 2017.

Before the end date, the BID company (the JQ Development Trust) may choose to seek a renewal for a further period and will seek a new mandate via a Renewal Ballot.

Alteration of BID arrangements

The BID area and BID levy (other than inflationary increases proposed) can only be altered via an Alteration Ballot or where a Renewal Ballot is held.

BID project costs and timescales can be altered subject to approval by the BID company's (JQ Development Trust) BID committee, providing they fall within the resources available to the BID.

Ballot Papers will be dispatched on 15th April and must be completed by 5pm on 24th May



The Temple of Relief, Vyse Street

BID STEERING GROUP

Assay Office - **Michael Allchin**
Barques - **Jilly Cosgrove**
Birmingham City Council
Regeneration Team - **Russell Poulton**
British Allied Trades Federation - **Krys Zalewska**
BSMH Trust - **Simon Parkes**
College of Law - **Paul O'Connell**
Cooksons - **Richard Oldroyd**
Fellows & Sons - **Stephen Whittaker**
Henricks Jeweller - **Mike Henrick**
JQ Association - **Geoff Shuttleworth**
JQ Neighbourhood Forum - **Mike Mounfield**
JQ Trade Alliance - **Fiona Toye**
M&B - **Andrew Cox**
PCPT Architects - **David Mahony** (Chair)
Police - **Sgt. Matt McVeigh**
Sytner - **Mark Hickman**
University College Birmingham - **Ray Linforth**

Where can I find out more?

Please contact:

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Terry Cotton, (JQ Development Trust Manager)
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Marion Wilson (JQ BID Liaison)
0121 236 6951
email: marion.wilson@theassayoffice.co.uk

Alternatively visit our website www.jqdt.org/bids

BID Prospectus designed by Barques www.barques.co.uk
Printed by Ortek www.ortek.co.uk

Photographic Credits: David Mahony, Anna Gibson
Des Willie, Rob Hildreth (Barques)

DID YOU KNOW?

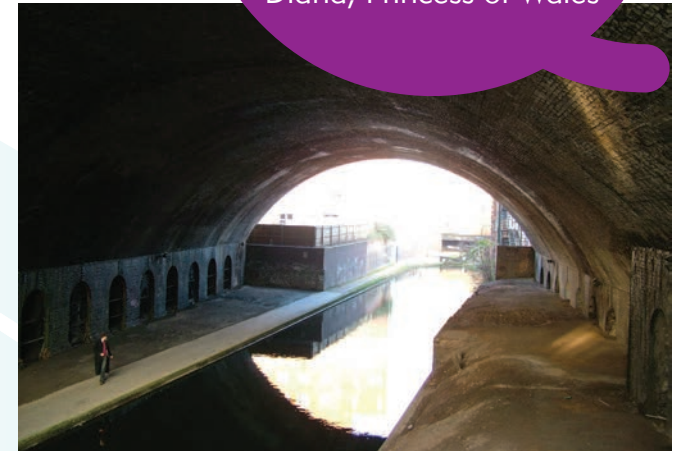
Birmingham's Assay Office is the largest in the UK

DID YOU KNOW?

The Quarter is home to Europe's largest School of Jewellery

DID YOU KNOW?

The Newman Brothers Factory on Fleet Street provided coffin furniture for the funerals of Sir Winston Churchill, Neville Chamberlain and Diana, Princess of Wales



Brunel's railway arch - a little known fact...

The line from Snow Hill north was built by the Oxford, Birmingham and Wolverhampton Railway. The Great Western Railway set up the OBWR to spread the risk and as an early PFI to buy back the railway when completed. However, the canny Midlanders tried to sell the completed railway direct to GWR's competitors; GWR were livid! A parliamentary law had to be passed to resolve it.

...AND MORE



The Jewellery Quarter featured heavily in a recent article by the New York Times documenting 36 hours in Birmingham.



Claire Hutchings with Gregg Wallace and Michel Roux
Photograph by Des Willie

SOME FOOD FOR THOUGHT...

UCB student and culinary genius, Claire Hutchings flew the flag for the Quarter as a MasterChef finalist. You can try out Claire's recipes yourself by going to www.bbc.co.uk/food/chefs/claire_hutchings

AND IF MUSIC IS YOUR FOOD OF LOVE...

The most played song in the history of the Jam House is 'Mustang Sally' the blues/R'n'B classic from the '60s, made popular by Wilson Pickett and the film 'The Commitments'. Recently however, this claim to popularity is steadily being usurped by Amy Winehouse's version of The Zutons hit 'Valerie', being played by soul groups, rock bands, funksters, and even a couple of the reggae bands that frequent the Jam House.



The Jam House, St Paul's Square

DID YOU KNOW?

The Quarter has its very own poem dedicated to the Area by Ian McMillan

DID YOU KNOW?

Local signed band The Twang recorded their current album in the Quarter, aptly titled 'Jewellery Quarter'

Talking to Somebody about the Jewellery Quarter, by Ian McMillan

This place shines. It really shines. Put that in your poem: it shines. I'm scribbling as fast as I can, but this place is many faceted, Like a jewel, you mean? Very clever. Don't forget: it flippin' shines. It's a kind of multi-faceted and gleaming and, yes, shining, asset. To a city that's already full to bursting with ideas and places. Put this in your poem: it's been here for two hundred years. And have you mentioned The Big Peg? Not yet but I will, I will, It was a place where jewellers with their gleaming faces? Yes, if you like, gathered in this city... am I making myself clear? It kind of moves, this places, it dances, it shimmies, it's never still. Shimmers. I like that. That's really helpful, thankyou very much. No, shimmies, mate; it dances, this place really moves and shines. A bit like a jewel does; Thanks, thanks... It sparkles to your touch The Jewellery Quarter: craft and art and business meet. Sublime!

A FEW NOTABLE NAMES ASSOCIATED WITH THE AREA

Joseph Chamberlain, influential British politician and statesman, is laid to rest in Key Hill Cemetery

Digby, Lord Jones is a Guardian of the Assay Office

Jools Holland is a patron and supporter of the Jam House

Sir Oliver Lodge, developer of sparking plugs

Alfred Bird, the inventor of egg free custard and baking powder, is laid to rest in Key Hill Cemetery

Printer and typographer John Baskerville

Award-winning chef Aktar Islam from Lasan Restaurant

James Watt, inventor, mechanical engineer and improver of the steam engine

Matthew Boulton, industrial revolutionist and the founder of Birmingham's Assay Office

The Museum of the Jewellery Quarter has been voted as one of the top three attractions in Europe... above the Notre Dame.

Some of the items produced in the Quarter include:

- The Lonsdale boxing champion belts
 - The Queen's birthday honours medals
 - Acme Thunderer whistles
 - The Premiership medals
 - The original FA Cup
 - The Wimbledon winners ladies' salver
 - The PFA and FIFA World Player of the Year awards
 - 40% of jewellery made in the UK
-

The Quarter was the world centre for pen making in the 19th Century.

The Quarter has more than 200 listed buildings.

The Quarter is home to more than 5000 residents.

The area is over 250 years old.

St Paul's Square was voted one of the Top Twenty Urban Picnic Areas in the UK.



St Paul's Square 'In Bloom'

...We hope this Prospectus outlines the reason why eligible businesses should

**VOTE
YES**



JEWELLERY QUARTER

Development Trust

Working towards a Business Improvement District