

A Jewellery Quarter Business Improvement District

Newsletter - January 2012



JEWELLERY QUARTER
Development Trust

Working towards a Business Improvement District

The Story So Far

The Board of the Jewellery Quarter Development Trust decided in early summer 2011 to support the proposal for a Jewellery Quarter Business Improvement District (BID). Furthermore, the Trust Board agreed to lead the development of the BID initiative in partnership with Birmingham City Council. The Development Trust, being a Community Interest Company, is made up of key representative bodies and stakeholder organisations from within the Jewellery Quarter, including the Jewellery Quarter Association, the Jewellery Quarter Marketing Initiative, the Jewellery Quarter Trade Alliance and the Jewellery Quarter Neighbourhood Forum.

Call in and see us at the
JQ BID 'Drop In' Day on
Thursday, 2nd February
between **10 am and 6 pm**
in the auction room at
Fellows Auctioneers
Augusta House, 19 Augusta
Street, Birmingham B18 6JA



The Trust Board agreed that the JQ BID area would be defined as the area bounded by Great Charles Street, Livery Street, Great Hampton Street, Key Hill Drive, Icknield Street, Sandpits/The Parade and Summer Row. It is proposed that all business premises with a rateable value above £10,000 would pay an extra levy of 2% of rateable value to fund additional investment for the benefit of the whole area.

An initial newsletter and questionnaire was hand delivered to more than 500 eligible premises within the area in September 2011. A BID Steering Group, made up of representatives from the Trust Board and other levy payers, has already met several times to discuss a draft prospectus, which has been informed by the many comments made by local businesses in their responses to the questionnaire.



Your vote counts!

Next Steps



Apart from circulation of this second newsletter, a series of local meetings will be held in January and early February across the Jewellery Quarter to provide businesses with the opportunity to comment on the draft Prospectus. A 'Drop-In' day will also be held at Fellows Auctioneers on Thursday, 2nd February 2012 to encourage further comment.

Following this further consultation process, a final Prospectus will be agreed by the BID Steering Group and will form the Election Manifesto, which will be sent to all eligible prospective levy payers, together with ballot papers.

The ballot will take place over a 5 week period commencing on 17th April 2012. The ballot will be managed and organised by an independent organisation, probably the Electoral Reform Society.



A message from the Development Trust



The proposed Jewellery Quarter Business Improvement District (JQ BID) represents a unique opportunity to position the Quarter as a vital part of both the city centre and wider Birmingham.

It is imperative that our Quarter can, for once, compete on a level playing field with other parts of the city centre, all of whom have the benefits of a BID and the extra income and influence that it inevitably brings.

Attracting investment, encouraging footfall and a more vibrant economy while making the area a better place to work, invest and live, are all aims of both the BID and the Development Trust itself. In these times, it is vital that the Jewellery Quarter community takes greater control and ownership of the area's future prosperity and becomes the driver for the continued regeneration of the Quarter. However, we cannot do this without the support of the business community within the Quarter. I would urge you, therefore, to attend one of the planned consultation meetings or the open day at Fellows Auctioneers (Thursday, 2nd February) to give us your views on the draft Prospectus. We have already had a clear steer from businesses through the initial survey questionnaire but now is the time to tell us clearly what your priorities are for investment from any future levy income stream. Alternatively, you are welcome to lodge any comments by logging on to www.jqdt.org/bids.

I look forward to your support.

David Mahony
Chair of Jewellery Quarter Development Trust
(a Community Interest Company)

Be Part Of It

This is what the Jewellery Quarter business community have been saying about the area and why a Business Improvement District is so important:



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 we deal with problems such as beggars and rough sleeping so that the area is welcoming for visitors."



Jilly Cosgrove
(Barques, Ludgate Hill)
"As a progressive business we have invested heavily in the Quarter and we feel that its vibrant image and a welcoming, safe environment is as important to our staff as it is to our clients."

Andrew Cox (M & B - Fleet Street, Holiday Inn - Lionel Street, Shakespeare - Summer Row)

"A more vibrant, attractive and welcoming Jewellery Quarter is important not just for guests staying in our hotel on Lionel Street but is equally so for the 500 employees who support our 1500 UK wide restaurants and bars from our Fleet Street Offices".



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."



Krys Zalewska (British Allied Trade Federation, Vyse Street)
"We have many members in the Quarter, particularly in the Jewellery trade and with safety issues paramount, we see the retention of a police presence in the Quarter as critical to maintaining confidence among our members."



Dave Tittle
(MADE, Newhall Street)
"The Quarter has a wonderful heritage with many historic buildings that regrettably, in some cases, have fallen derelict. We need to tackle these issues head-on by campaigning for better enforcement and providing grants and funding routes to assist landowners to improve their properties."



Mike Henrick (Henricks Jewellers, Augusta Mews)
"I am one of the many independent Jewellers in the Quarter but with times very difficult for small businesses, it is vital we market the area effectively and increase the footfall."

David Prince
(Midlands Industrial Assoc. A Friendly Society, Frederick Street)

"Our Argent Centre complex is home to 62 small businesses and as a major landlord we see a JQ BID as a catalyst for attracting further business to the area."



Ann Tonks (Managing Director, Opus Restaurant)
"The BID has provided the area with a dynamic and interesting array of events and activities which have encouraged people to visit Colmore Business District's leisure, retail and hospitality venues. The newsletters, the website and guides on the area have provided us with a unique platform to promote ourselves to new visitors and clients."



Mike Best (Office Director, Turley Associates)
"Colmore Business Improvement District has contributed to delivering long-lasting change to the area through investment in public realm at Church Street Square. This project, and others that we are planning with our partners, would not have happened without the BID's collective drive and resources to enhance our business environment."

....and this is the message from supporters of our neighbouring BID in Colmore Row



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A Blueprint For Prosperity

The draft Prospectus, set out below, is a direct response to the initial consultation undertaken with the Jewellery Quarter business community. This involved an analysis of responses in questionnaires hand delivered to more than 500 business premises in September 2011 together with the views of the Business Improvement District (BID) Steering Group set up to oversee and champion the BID initiative. This will form the basis of discussions at the Consultation Meetings and 'Drop In' day to be held in January and February.

The critical business of the BID is to promote things that will add to the Quarter and to enable and then sustain them. The list of 'things to do' includes both items of spend and others that may not have any direct costs but will be addressed by the BID Management team.

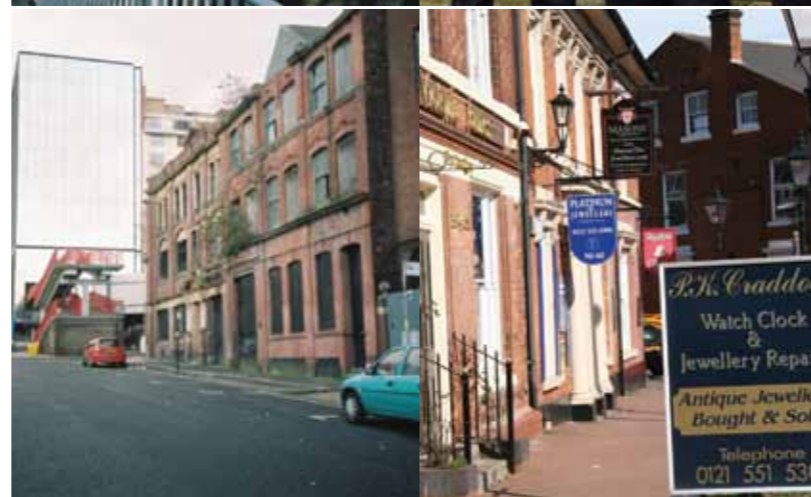
The example initiatives below demonstrates how we could spend the additional revenue achieved through the BID levy. This assumes an income of approximately £400K and the figures shown are provisional cost estimates at this stage.

Making The Quarter More Attractive, Tidier & Cleaner

- A BID funded 'In Bloom' initiative with hanging baskets and features. £25K
- A twice yearly deep clean of Jewellery Quarter streets. £20K
- Street tidy-up, removing redundant signs and replacing/repainting traffic signs/columns. £20K
- Grants for temporary art schemes to improve the aesthetics of vacant/derelict buildings. £20K
- Working with the Local Planning Authority to ensure proper enforcement of dereliction and other notices, particularly on listed buildings. N/A
- Proactively working with the Jewellery Quarter landowners and developers to take advantage of grants and other funding initiatives available for building improvements. N/A
- Joint working with Birmingham City Council (BCC) Highways including a review of the package of parking measures in the Quarter one year after the introduction of the Controlled Parking Zone Scheme. N/A

A Safer Jewellery Quarter

- Working in partnership with West Midlands Police to retain a high profile presence in the Quarter through the development of a combined Police Station/reception/Tourist Information Centre. £30K
- Introduce a Jewellery Quarter guardian scheme with street wardens who would act as the eyes and ears for community safety and environmental issues and also act as Jewellery Quarter ambassadors/guides for visitors to the area. £95K
- Working with the City Council and Amey, its Highways contractor, to ensure that an appropriate programme of improved street lighting is agreed, which responds to concerns from the community. N/A
- Working with West Midlands Police, Birmingham City Council and developers to ensure a well maintained CCTV scheme, including the proposed extra surveillance for Newhall Street. N/A



Promoting The Quarter As A Unique Place To Work, Visit, Live And Invest

- A targeted promotional campaign through the media in association with extra investment from Marketing Birmingham. £30K
- Introduction of festivals, events and markets to encourage footfall and to promote the Jewellery Quarter to a wider audience. £30K
- Retaining and expanding the display of Christmas lights and events. £20K
- Proactive management of the Jewellery Quarter website and the introduction of a Jewellery Quarter magazine to attract footfall and investment. £38K

Supporting Business Growth

- Using the main Jewellery Quarter website for B2B. N/A
- Working with Birmingham City Council and other partners to secure funding to promote a centre of excellence for exhibitions and sales to build on the unique nature of business in the Quarter. N/A
- Introducing a series of networking events in partnership with the Jewellery Quarter Association. £2K
- Supporting the Jewellery Trade, e.g. through incubation schemes, marketing initiatives and a new approach to Brilliantly Birmingham. N/A
- Working with the Hockley Medical Practice and Primary Care Trust on health promotions/screening of local businesses. N/A
- Working with environmental agencies on potential for self-financing/block purchasing for recycling schemes. N/A

A Better Connected Quarter

- Working in partnership with Marketing Birmingham and Centro on the introduction of a new "wayfinding" scheme to help orientation for visitors to the Quarter. N/A
- Development of low-cost travel schemes and cycling provision through joint working with Centro, Birmingham City Council and other transport organisations. N/A
- Working in partnership with Birmingham City Council and Colmore Row BID to deliver on improved connection from the Colmore Row area to Ludgate Hill/St Paul's/Jewellery Quarter shopping area. N/A
- 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. N/A

Championing The Quarter

- Funding a BID Manager, together with part-time administrator, support and running costs, who will work under the direction of the BID Management Board to deliver the manifesto. £70K

Your Question's Answered

What is a Business Improvement District (BID)?

A defined area where local businesses work together to collectively invest in projects and services over and above those existing services provided by statutory bodies such as Birmingham City Council.

A ballot is held with a majority "yes" vote required both by number and rateable value.

BIDs are normally for a 5-year term after which a renewal ballot becomes necessary.

Who is developing the BID for the Jewellery Quarter?

The Jewellery Quarter Development Trust, a Community Interest Company. The Trust Board has set up a BID Steering Group made up of local stakeholders and levy payers to oversee the development of the BID. If the ballot is successful, levy payers will be given the opportunity to nominate representatives to sit on a BID Management Committee, which will be set up to oversee the running of the BID under the direction of local businesses.

How will it impact on businesses in the Jewellery Quarter?

The proposed area is bounded by the Jewellery Quarter side of Great Charles Street, Livery Street, Great Hampton St, Key Hill Drive, Icknield Street, Sandpits, The Parade and Summer Row. All business rate payers in premises with a rateable value of £10,000 or above will be asked to pay a 2% levy on the rateable value as a contribution to the BID. The maximum contribution will be capped at £10,000 for the largest rate paying businesses.



How much will it raise and how will it be used?

We anticipate the levy will raise circa £400,000 per annum and it will be used to deliver the type of programme set out in the draft Prospectus (see pages 4 and 5). However, it will be for the businesses themselves to decide priorities each year.

I already pay business rates so why should I pay more?

The BID levy will be collected separately from your business rates by the City Council and all of it will be handed back to the Jewellery Quarter BID area. This means that 100% will be invested directly into the Jewellery Quarter. This is very different to business rates payments which, although collected by the Council, is given to Central Government and local businesses have no control over how that money is allocated and spent by the Government.

Why do we need a BID in the Jewellery Quarter?

All the other major locations in Birmingham city centre have a BID, as well as a number of suburbs now. It is vital that the Jewellery Quarter competes on level terms with these other areas and can use its influence as a BID to raise the area's status and profile and attract other investment, rather than be seen as second division neighbours and therefore, a lower priority.



BID Contacts



facebook.com/jqdtbirmingham



twitter.com/jqdtbirmingham

For an update on the JQ BID please log onto www.jqdt.org/bids where you can also post your comments.

If you have any queries or concerns, please feel free to contact members of the JQ BID Steering Group and the other Champions whose contact details are set out below. Alternatively, you can contact Andy Munro **JQ BID Development Manager** on **07985 169 462/0121 236 7070** or email andymunro.bids@jqdt.org or Terry Cotton **JQ Development Trust Manager** on **0121 236 7070** or email terryotton@jqdt.org.

Members of JQ BID Steering Group:

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JEWELLERY QUARTER
Development Trust



The Jewellery Quarter Development Trust includes the following community organisations



Your vote counts!