

A SHINING FUTURE IS IN YOUR HANDS



JQ BID Pledges

- A safer and more welcoming Quarter
- More attractive, tidier and cleaner streets
- Dereliction tackled and planning issues addressed
- A place that's better promoted and marketed
- Business to Business opportunities
- A strategic voice to champion the Quarter
- Increased investment in the Quarter to add value to the BID levy income
- A Quarter that is business led and managed.



For years, the Jewellery Quarter has suffered from lack of investment with emphasis continually focussing on Eastside and the City Centre Core. This is clearly illustrated by the tangible neglect to routes out of the city with the Quarter starting to look uncared for and run down.

However, we now have an exciting opportunity to change things through the proposed Jewellery Quarter Business Improvement District (BID) proposals. Our area is home to more than 1600 businesses all set in a unique and historic area which extends from Great Charles Street to Great Hampton Street and Spring Hill. We would strongly argue that this area is by far Birmingham's most unique selling point and the time has come for the

business community to take the lead and for its voice to be heard loud and clear.

You will have seen from the Prospectus that the BID will enable us to invest almost £500,000 every year in the Quarter and we would expect to lever a similar amount through public sector investment. However, this is just part of the story as we need to ensure more effective planning so that dereliction is tackled and planning policies can encourage business investment.

Exciting times lie ahead and proposals for Paradise Circus, the Metro extension, the Ludgate Hill/Lionel Street area and other infrastructure improvements, such as fastband, will all have a massive impact on the Quarter. We need to ensure

that it is the business voice that shapes these proposals and ensures that the impact is positive.

The JQ BID will provide that opportunity with a properly co-ordinated voice as well as a budget to address the needs of our businesses.

As the business community, we all want to work in a congenial environment which will help to attract and retain staff, provide the right impression for our clients and add value to our own decisions to both locate and invest in the Quarter.

We urge you to seize this unique opportunity by voting 'Yes' to the BID and for progress and improvement.

VOTE YES

to the Jewellery Quarter
Business Improvement District



JEWELLERY QUARTER
Development Trust
LIVE LEARN WORK VISIT

IMPORTANT BALLOT INFORMATION

The BID will be decided by a postal ballot conducted by the Independent Electoral Reform Services.

Key dates:

- **Monday 16th April, 2012** Ballot pages were despatched
- **Thursday 24th May, 2012** Ballot will close at 5pm
- **Friday 25th May 2012** The result will be announced and, if it is in favour, it is proposed that the BID will be formally established for a five year term from 1st September, 2012.

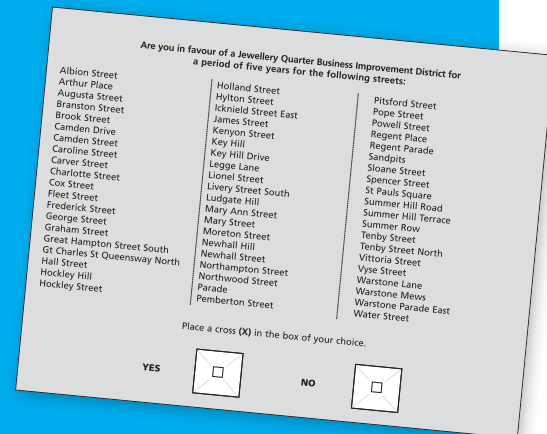
WHAT TO DO NEXT

Look out for the envelope and gold coloured ballot paper as shown

If you receive more than one envelope this is NOT an error. It is because you have more than one rateable property in the Jewellery Quarter BID area, each of which counts as a separate vote. Please do not destroy any of the envelopes and reply to them all. If you have a post room please make them aware of who to give the ballot papers to.

To make your vote count, place a cross in your chosen box, sign each ballot paper and post in the reply paid envelope to arrive no later than 5pm on Thursday 24th May 2012.

Please cast your vote as soon as possible. It is now up to you! Look to the future and support your BID. **Vote Yes!**



Public square honors treasured JQ author

Author Kathleen Dayus, who wrote 'The Girl from Hockley', has been honoured in the Quarter after having a public square named after her and a piece of public art installed to celebrate her work.

Latest from the Quarter

The JQ Development Trust have secured some funding for a BID exemplar to improve the important Ludgate Hill/St Pauls area. Plans include the repainting of street furniture, some flower planting and working in partnership with University College Birmingham, some artwork on the derelict Nurses Hostel on the corner of Ludgate Hill/Lionel Street. It is also hoped to install an Olympic related flower feature in the centre of St Pauls Square.

These are just a couple of examples of projects that can be achieved by 'working together' - Businesses will never get this opportunity again to be part of the future of the Jewellery Quarter so VOTE yes!



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