

# A Jewellery Quarter Business Improvement District

Newsletter - June 2012



JEWELLERY QUARTER  
Development Trust

## IT'S A YES! TO A SHINING FUTURE FOR THE JEWELLERY QUARTER



BID steering group and champions following positive vote

### OUR PLEDGES TO YOU

- A more attractive, tidier and cleaner Quarter
- A safer and more welcoming Quarter
- A better connected Quarter
- A Quarter that is effectively championed
- A Quarter where businesses thrive
- A well promoted Quarter that attracts in both increased visitors and investment.

### BALLOT RESULT

80% of all those who voted were in favour of the BID. These votes in favour also had to represent a majority in rateable value terms and this was accomplished with a similarly favourable percentage.

An impressive 44% of the total potential votes were cast in the ballot which was held between 17th April and 24th May 2012.

### NEWSFLASH

Those of you who work in Ludgate Hill will have seen some painting and deep cleaning activity. Also, in partnership with University College Birmingham, there will soon be some public artwork to brighten up the derelict building on the corner of Ludgate Hill and Lionel Street. This is just a taste of things to come!



Repainting of street signs



### Coming Soon:

The long awaited announcement of work starting on the Golden Square.

Visit:

[www.goldensquarebirmingham.com](http://www.goldensquarebirmingham.com)  
to find out more about the project.

[www.jqdt.org/bids](http://www.jqdt.org/bids)



I am absolutely delighted that we have a 'YES' vote in the BID ballot and a whole-hearted thank you to all the voters who, from Great Charles Queensway across to Great Hampton Street and Sandpits, are determined to make the Quarter a better place in which to **work, visit, invest** and **live**.

With over 1,500 businesses including 100 independent retailers, over 30 restaurants, bars and coffee shops, museums, galleries and a collection of talented and innovative people, there is already diversity and huge economic potential and now we will have resources over a period to affect plans to make a real difference.

This finance and the resounding nature of the vote will ensure that we can be heard. Whether it's local or city-wide planning issues - Paradise Circus, the Metro Extension, Digital Infrastructure, the New Signage Strategy - or grants, funding, cultural events, etc, we aim to ensure that the Quarter is now at the centre of the city's decision making

process and that the benefits to our area are maximised.

I would like to extend my personal thanks to all those involved in the BID campaign and, in particular, to the Development Trust staff, the BID Steering Group and other Champions who gave up their valuable time. To achieve this result in these difficult times for businesses, across such a large and diverse area and all in a record time is a worthy valedictory. Thank you and well done!

Daily, I am chided - 'the hard work starts here!'; my response is that we would not be 'here' at all if it were not for the business community having such confidence in us and our plans. So, if we push on with the same unity, optimism and enthusiasm that has brought us this overwhelming 'YES' vote, we cannot fail and are bound to deliver results.

**Dave Mahony**

Chair of the Jewellery Quarter Development Trust

**GETTING STARTED**

The BID is proposed to begin on 1st September 2012 for a 5-year term. Through the 2% levy – based on the rateable value of business premises of £10,000 and above – it is estimated that more than £2 million will be raised. It is also expected that this will leverage in a similar amount of public sector investment, providing a resource to make a real impact on the Quarter.

**The BID needs you!**

We now need to ensure that the BID Management Committee is representative of the business profile of the Quarter. It will be responsible for directing resources in line with the Prospectus and will be accountable to the BID levy payers and the Jewellery Quarter Development Trust.

A Committee of 15 is proposed with one seat for the residents, two for the City Council, and one for the Police - both the latter two are substantial levy payers. The remaining eleven seats will be allocated to business levy payers. The geographic and thematic areas that we feel need a voice are:

- (i) Areas; Summer Row/City Fringe; Great Hampton Street/Livery Street; Central Jewellery Shopping Centre; Newhall Street/Fleet Street; Ludgate Hill/Lionel Street; St Paul's; Camden Street/Spring Hill; Vittoria Street/Caroline Street; and Frederick Street/Newhall Hill.
- (ii) Thematic; Professional; Creative; Jewellery/Manufacturing; Retail; Bars and Restaurants; Educational Institutions and Property.

**Expressions of interest are invited**

from levy payers who feel that they have the relevant senior level management experience and skills but most importantly can provide the enthusiasm and commitment needed to help shape, develop and implement the BID in line with the Prospectus. Please email expressions of interest to Michael Allchin at **michael.allchin@theassayoffice.co.uk**.

We will also be shortly advertising for the post responsible for leading the BID. Details will appear on our website **www.jqdt.org/bids** and in the local press.

**KEEPING UP TO DATE**

Regular updates will be posted on **www.jqdt.org/bids** and for more information feel free to contact Dave Mahony, Jewellery Quarter Development Trust Chair on **0121 236 7070** or email **davidmahony@pcptarchitects.co.uk**

Until the BID Operations Director is appointed please contact Andy Munro, Jewellery Quarter BID Development Manager on **07985 169 462 / 0121 236 7070** or email **andymunro.bids@jqdt.org**. In addition, any members of the BID Interim Steering Group can be contacted as listed on the website **www.jqdt.org/bids**.

**"This is great news for the Quarter. The BID will not only attract investment but will also enable us to effectively market this unique area."**

**Mike Henrick**, chairman of the Jewellery Quarter Marketing Initiative (JQMI)

