



2023 - 2027 | BUSINESS PLAN

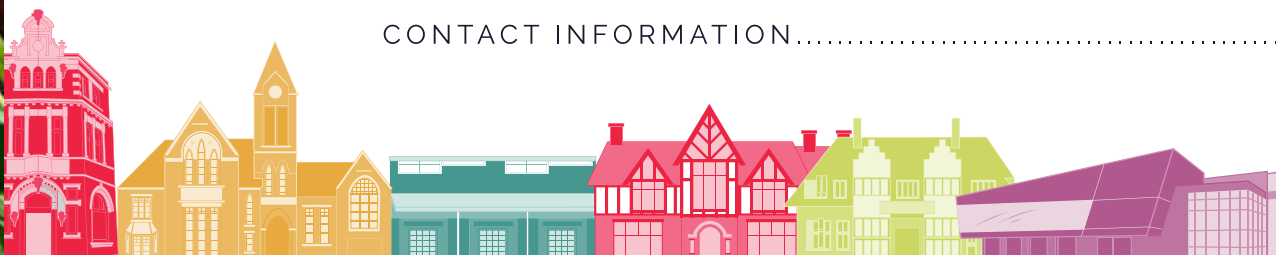
***"Creating the most desirable
High street for the most desirable
Neighbourhood"***

HARBORNE VILLAGE | BUSINESS IMPROVEMENT DISTRICT

"IMAGINE A BUSINESS DISTRICT WHERE THE WHOLE COMMUNITY IS UNITED BY A PASSION TO SUPPORT AND DEVELOP AN EXCITING AND VIBRANT AREA WHERE PEOPLE FEEL WELCOME, PROUD AND SAFE. A SPACE WHERE PEOPLE WANT TO SPEND TIME WITH FAMILY AND FRIENDS, THE ENVIRONMENT MATTERS AND JOURNEYS ARE SIMPLE. A DISTRICT THAT WORKS TOGETHER TO BE THE BEST IT CAN BE, A LEADING EXAMPLE OF SUBURBAN LIVING... IMAGINE THE FUTURE OF HARBORNE."

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INTRODUCTION |

BUSINESS
IMPROVEMENT
DISTRICT

Harborne Village BID Ltd was created in 2018 following a ballot in the autumn of 2017. All businesses were asked to decide whether they wanted Harborne to collectively invest in a Business Improvement District (BID) and the majority of businesses voted yes. There are 11 BIDs in Birmingham and Harborne Village is the youngest, with some of them in their 4th term. Each Business Improvement District exists for a 5 year term. 2022 is the 5th year of the Harborne Village BID's existence and as such we are approaching the end of the first term. To ascertain whether the businesses in the BID area support the continuation of

their BID, you will be asked to vote again between 23rd September and 20th October 2022.

In this document you will find all the information you need in order to make that decision. Information as to what the BID has achieved to date, what priorities businesses have for Harborne's future, what opportunities exist to secure a positive future for Harborne, how the BID's work will support you, what investment the BID will generate, how the money will be spent and ensure that Harborne remains an attractive and competitive suburb in which to shop, work and play.

“ENSURE THAT
HARBORNE REMAINS
AN ATTRACTIVE AND
COMPETITIVE SUBURB
IN WHICH TO SHOP,
WORK AND PLAY.”



This is **OUR** Harborne.

This business plan has
been shaped by local
business.

Working together we can
continue to grow and
improve our district.

VOTE YES.

MESSAGE FROM THE BOARD | BUSINESS IMPROVEMENT DISTRICT

We are delighted to present the business plan for the second term of the Harborne Village Business Improvement District. As a group of fellow business owners and managers in Harborne we have each volunteered time and energy to deliver added value to Harborne on behalf of us all. Thanks to our collective investment as businesses located in the BID area of Harborne, we are proud to have been able to deliver a number of significant projects that have had a positive impact on the village. Some of these projects may now feel like established parts of Harborne life, but without the BID they would not have happened. Things like standardised street bins, Christmas lights, summer planting, events, marketing, a street warden, a retail radio system as well as having developed strong and fruitful partnerships within the city which ensure Harborne has a voice at City level and doesn't miss out on opportunities.

More detail of this work will follow in this document. We will also share the results of the consultation survey and how we plan to use that understanding to deliver a second term of the BID, tackling the things that matter most to us all.

The first BID term presented immense challenges as Harborne businesses were impacted by Covid 19, in fact 40% of the first 5 year term of the BID was impacted and we had to react quickly to help support where we could. Having our BID enabled us to attract investment to support all our businesses and make sure that when it came to grants, information was shared with Harborne Village BID businesses before Birmingham City Council had publicly announced the grant schemes, meaning we were at the top of the list along with other BIDs in the city.

As a board we are really proud of what we've managed to deliver on behalf of our business community. Not many BIDs have had such a challenging start, but we kept delivering what we had promised and we want to continue building on that good work for another 5 years.

So vote yes, to keep the momentum going because at this stage, the cost of investing in Harborne Village BID is far outweighed by the cost of losing everything it has achieved.

YOUR REPRESENTATIVES...



Dan Cole-
Caffè Nero



Richard Davis-
Waitrose



Cllr Jayne
Francis



Jabbar Khan-
Estado Da India



Lachlan Macpherson -
Macpherson's Appliances



Mary McGarry-
Mulberry Lettings



Richard Miles-
Silver and Love



Matt Rose-
Brittain Opticians



Jason Spencer-
JJ Rudell



Insp. Lee
Trinder

WHAT IS A BID?

A BID is a geographically defined area in which businesses have collectively agreed to invest in improving the environment, both for businesses and residents, over a set period of time. BIDs are underpinned by government legislation.

If the renewal ballot is successful, Harborne Village BID will continue as a not-for-profit company limited by guarantee. The BID area is based around Harborne Village centre (see pg 10). The businesses within that area will benefit from the services and projects set out in this Business Plan document.

HOW IS A BID FUNDED?

A BID is funded through the BID levy; this is a payment made by local businesses, which is based on a small percentage of their rateable value (meaning larger businesses invest more than smaller businesses).

The levy percentage has been set by the BID Board following the consultation process, which was undertaken early this year. In order to deliver the projects and initiatives that the businesses have identified as important, the BID levy rate for Harborne Village BID will remain at 2% of rateable value. The BID board felt that increasing the levy wouldn't be appropriate in the current economic climate. Unlike business rates, the BID levy investment does not go to Central Government -

It is ring-fenced for use only in the Harborne Village BID area.

ARE ANY OTHER FUNDS AVAILABLE?

A BID company should always attempt to increase budgets by sourcing additional funding. **The first term of the Harborne Village BID generated £92,500 of additional funding (13% uplift in income).**

The Harborne Village BID team will seek additional funding, sponsorship, donations, and voluntary contributions from businesses & organisations, as well as income through events/activities.

WHERE IS THE MONEY SPENT?

The combined BID levy will be spent on a range of projects, initiatives and events developed in consultation with local businesses. The projects are outlined in the Business Plan (pg 11 - 22). These projects were identified through the consultation process (pg 9).

HOW DO WE DISTINGUISH BETWEEN THE COUNCIL AND THE BID?

The public sector baseline statement for Harborne BID area will be available on the BID website. It details the services provided by Birmingham City Council.

The BID will only provide services which add value to these and will not replace them.

HOW DOES A BID RENEWAL WORK?

BIDs last for a 5 year term; after this, the BID will ballot the levy payers to find out if they wish the BID to continue. A successful formal ballot process results in the BID operating for a further 5 years. Every eligible person will be encouraged to vote in the postal ballot to say "yes" or "no" to the Business Plan.

VOTING IN HARBORNE VILLAGE WILL RUN FROM 22ND SEPTEMBER - 20TH OCTOBER. IF THE MAJORITY OF BUSINESSES VOTE "YES" (BY NUMBER AND BY RATEABLE VALUE), THE SECOND BID TERM WILL START OPERATING ON 1ST JANUARY 2023.

HOW IS THE LEVY COLLECTED?

Invoices are distributed annually to levy payers to collect their levy contribution. This process is managed on the BID's behalf currently at no charge, by Birmingham City Council. See pg 26 for full details.

HOW IS THE BID MANAGED?

Harborne Village BID Ltd (company number 11123874) is a not-for-profit company limited by guarantee, which is overseen by a Board of Directors, made up of volunteers from local businesses. They are responsible for the strategic direction of the company, and represent the BID members. Day to day operations are undertaken by a BID Manager, employed by the board of directors to deliver the agreed business plan.

"During its first term, I know Harborne Village BID worked hard to support businesses through the challenges they faced as a result of the pandemic and they now continue to rebuild confidence and footfall. I am therefore delighted that the BID will soon be asking businesses to vote for its second term because BIDs continue to be an active and effective business resource, vital to our success in the Harborne area, the city and indeed the region."

Andy Street - Mayor for the West Midlands



"Over the last five years, Harborne BID has been an invaluable asset to the local community, we have seen fantastic community events brought to the High Street which, following the impact of the pandemic and of the cost-of-living crisis, has been crucial for businesses and local residents alike. They have also brought the community together, tackling loneliness and isolation felt by many as well as attracting much-needed investment to the area following multiple lockdowns."

"Moreover, Harborne High Street has seen rising crime and anti-social behaviour. Having the presence and help of Harborne BID, working with businesses, the Police and the council, has been crucial in dealing with those responsible and acting as a deterrent to others. This is a unique support, that the current economical circumstances is offering a bespoke service that is otherwise unavailable to the community through public services."

"It is my hope we will be able to retain a BID in Harborne so that we can continue the excellent work taking place for the benefit of businesses and the community alike."

Preet Gill MP



"As proud local residents and councillors for Harborne we've witnessed first hand the positive impact the BID has had on the village. Through effective partnership working with the Council and other organisations including the police, Harborne has become a friendly, clean and safe community for our residents and visitors."

Cllr Jayne Francis & Cllr Martin Brooks



MYTH BUSTING |

BUSINESS
IMPROVEMENT
DISTRICT

"WHY AM I PAYING TO FUND COUNCIL SERVICES?"

The BID levy only pays for services which are in addition to those the council provides. The BID has a baseline agreement which outlines the services that the council will deliver during the life of the BID and we are able to hold them to account based on what is agreed at the outset. In fact due to the positive relationship the BID has with council officers we often get additional support which would not happen without the BID.

"THE COUNCIL WANT HARBORNE TO HAVE A BID SO THEY CAN STOP DIRECTING MONEY TO THE AREA."

The BID actually causes Birmingham City Council to spend money in Harborne. They directly pay BID levies on their Harborne properties, they currently fully fund the administration of our billing process and produce reports on progress, as well as officer time (they have created 3 roles within the council to support the city's BIDs). Having a BID in place results in more time

and money being spent on Harborne because we directly report issues which might otherwise not be picked up and dealt with.

"I ALREADY PAY BUSINESS RATES, THE BID IS AN ADDITIONAL TAX."

The BID levy is not a tax! It is a payment that has been democratically voted for by us, the businesses, in order to collectively invest in the area in which we trade. A BID is a "Business Improvement District" where all the money generated through business investment is ploughed back into the "district" to "improve" it. Every penny collected comes back to this area which was specifically defined by us and voted for by us.

"THE POLICE USE THE BID TO FUND SECURITY SO THEY DON'T HAVE TO POLICE THE AREA."

The local police neighbourhood team has a wide remit to police the whole area and policing has to be directed to the greatest need. Sometimes this is not Harborne High Street. Having our own Street Warden

means we can focus support on our businesses and provide a more hands on approach that directly benefits us. We work closely with the local police Sergeant meeting regularly and sharing intelligence on theft and anti-social behaviour. The police also have a seat on the BID Board giving us direct access to get issues resolved. These relationships get Harborne businesses more support than they would if we weren't taking a collective approach through the BID.

"THE BID DOES NOT GENERATE A DIRECT ROI (RETURN ON INVESTMENT) FOR MY BUSINESS."

A direct ROI is a very difficult thing to demonstrate. It depends on what you measure to determine a direct return. Can you be confident that without a BID Harborne would be attracting customers in the same way? Five years ago, Harborne was a very different place with increasing problems that made the shopping experience unpleasant at times. Since then we've gone through the challenges that Covid brought and the insecurity that gave our shoppers. Security deterring theft, removal of beggars, marketing the village,



floral displays, benches, Christmas lights, and events will all have had a positive impact on footfall and dwell times. If you've taken advantage of all the opportunities the BID has offered your business, can you confidently say that the BID hasn't generated income for you or that without a BID you would have had the same bottom line?

"THE BID IS JUST AN EXTRA EXPENSE FOR MY BUSINESS."

Read and digest this document and look at everything that the BID has delivered for Harborne thanks to all of us businesses investing in the area. The BID represents so much more than a bill. It is not a one way transaction. There are lots of ways to maximise what you can get out of your investment.

"HARBORNE VILLAGE BID ONLY LOOKS AFTER BUSINESSES IN ONE PART OF THE VILLAGE."

Not every business will benefit from every project the BID delivers. Some businesses have retail radios for example, these are the businesses most targeted by crime, but we have made sure that the radios are geographically well spread meaning that all businesses benefit from the impact they have in deterring and apprehending criminal activity and anti-social behaviour. When the BID began we installed additional Christmas lights and floral features to bring the village together. To mentally connect our customers with the whole of the Harborne

trading area, we have looked at how we can bring the two ends together. We encourage participants across the area to engage in marketing activities like trails to encourage footfall throughout. We ensured that the West Midlands cycle scheme virtual docks were placed throughout the length of the BID area. The reality is though that Harborne lacks event space and has narrow pavements so we are restricted in where we can place markets, fetes, benches and floral enhancements.

"HOW DO I KNOW THE MONEY IS BEING SPENT WISELY?"

The BID company is run by the board of directors - a group of Harborne business owners who have volunteered their time for free to manage the process of delivering the business plan that all businesses have voted on. The directors cover a broad spectrum of business types to ensure they are as representative of the BID business community as possible. They each volunteer to do this because they believe it's a positive thing for Harborne. The directors ensure that the business is run correctly and have stringent processes in place to protect your investment. It is not in their interests to mismanage the money they too invest. All financial decisions have to be voted on by the whole board (except the Council and Police representatives who have no say on financial decisions). As with all businesses, abbreviated company accounts can be viewed online. Detailed financial accounts are not shared with businesses because without context figures

would not make sense. The directors are happy to discuss a viewing of the accounts with any interested business. Any BID Levy paying business can apply to be a director of the BID company.

"SCHOOLS PAY INTO THE BID TAKING MONEY OUT OF LOCAL CHILDREN'S EDUCATION BUDGET."

Four of the local primary schools sit within the BID Boundary meaning that they are subject to a BID levy. This levy is paid centrally by Birmingham City Council and so does not come out of the individual local school budgets.

Working with schools enables us to engage children with their local community and support them with event promotion and learning. The high street Jubilee bunting was used by Chad Vale school at their recent fete for example and we intend to do more of this including helping school PTAs to generate funds.

REMEMBER

The BID is not an entity in its own right that takes money from you, it is a means to collectively invest to improve the district in which you trade, a method of bringing the Harborne businesses together for mutual gain.

**YOUR BUSINESS.
YOUR AREA.
YOUR BID.**

THE CONSULTATION PROCESS | BUSINESS IMPROVEMENT DISTRICT

To ascertain the validity of renewing the BID for a second term, we have undergone feasibility studies looking at the boundary (see pg 10) as well as the potential income generation against budget needed to deliver an appropriate level of support to the BID area. In addition businesses have been asked to complete a consultation survey. This was based on the original BID survey (conducted in 2017) and the subsequent project areas the BID has delivered against during its first five years.

168 businesses completed the 2022 survey giving us a clear mandate as to what we need to deliver for the next term of the BID. This business plan outlines those priorities.

Regarding income generation, the Board of Directors have taken the decision not to follow other BIDs who have increased the percentage on which levies are calculated. So the levy for Harborne Village BID will continue to be calculated as 2% of the rateable value of the premises. This decision was made in recognition of the increased costs faced by businesses as well as the ongoing recovery from the Covid pandemic. The levy will also not be index linked, enabling businesses to know what their levy will be each year of the second BID term. The directors are confident that with good financial management they can manage the increased costs the BID will face and deliver accordingly.

The Board of Directors also considered the BID's boundary. Following conversations with businesses in outlying areas of the boundary and after undergoing studies around levy income generated/lost and the impact on the BID's ability to deliver, the decision has been taken to keep the boundary the same other than adding in the businesses based at Weekin Works on Park Hill Road.

BID BOUNDARY | BUSINESS IMPROVEMENT DISTRICT

The BID boundary contains the main retail, leisure, financial and hospitality areas of the village as well as schools local to the high street. The following streets are included, either in whole or in part, and the proposed BID area will contain 265 business premises that are eligible to vote and liable to contribute to the BID levy.

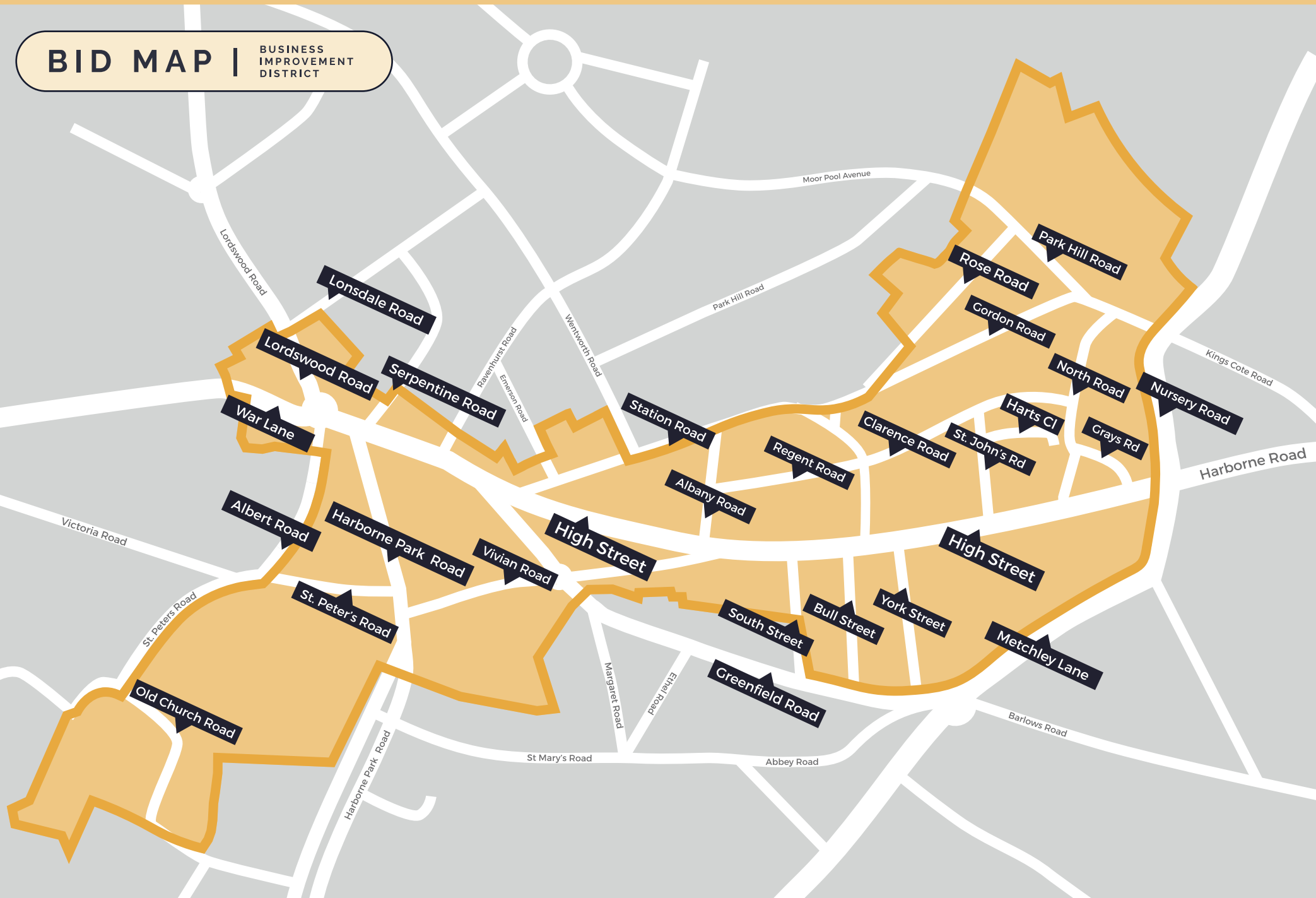
- Albany Road
- Albert Road
- Albert Walk
- Bull Street
- Clarence Road
- Emerson Road
- Gordon Road
- Grays Road
- Greenfield Road
- Harborne Park Road
- High Street
- Lonsdale Road
- Lordswood Road
- Metchley Lane
- North Road
- Nursery Road
- Old Church Avenue
- Old Church Road
- Park Hill Road
- Ravenhurst Road
- Regent Road
- Rose Road
- Serpentine Road
- South Street
- St. John's Road
- St. Peter's Road
- Station Road
- Vine Terrace
- Vivian Road
- War Lane
- York Street

HOW IS THE BID BOUNDARY DECIDED?

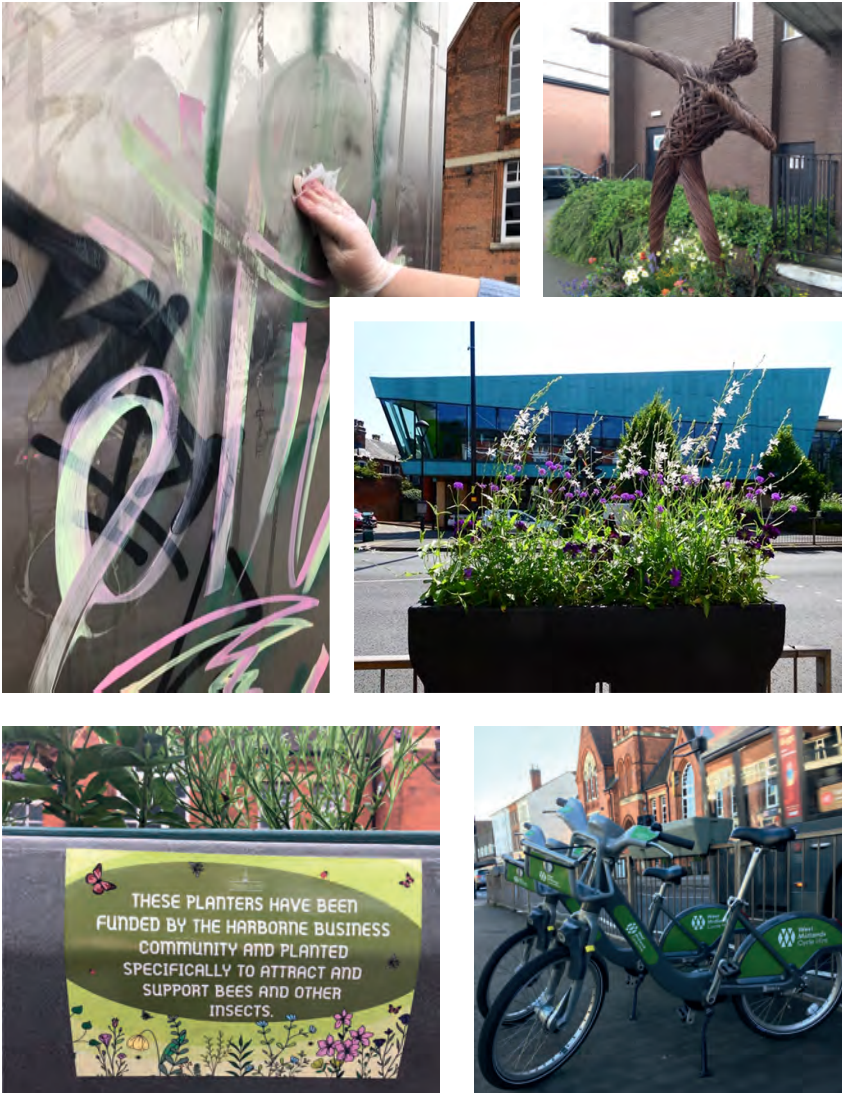
For the second term of the Harborne Village BID, the boundary will remain the same as the first term with the addition of the businesses in Weekin Works on Park Hill Road.

Businesses that fall outside the BID Boundary will be able to apply to become a voluntary BID member and will be subject to a levy payment. Their application will be reviewed by the Board of Directors to understand how their inclusion would benefit the existing BID members and the support the BID could provide their business.

BID MAP | BUSINESS IMPROVEMENT DISTRICT



WHAT THE BID HAS ACHIEVED...

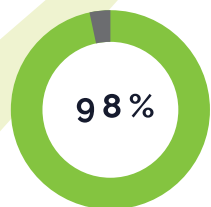


- Applied for additional funding to replace all the street bins, adding extras where there were none, and narrower ones on narrow pavements to prevent blocking the highway.
- Reporting and removing graffiti, street furniture, pavement defects, fly tipping and potholes.
- Maintaining a close working relationship with the local Highway Steward from KIER, meeting monthly to check for street defects.
- Working with the council so people could feel safe walking around Harborne during COVID. Throughout this time, the BID Manager liaised with the council about the state of the bollards, and the need to keep them tidy. When restrictions were lifted, the BID worked with Birmingham City Council to get the bollards removed, unlike other suburbs.
- Undertaken a "streetscene audit", noting all the redundant and unnecessary street furniture that clutters up the street and without which Harborne would feel much more open.
- Brought floral features back to Harborne. Specifying displays that are bespoke and planted with insect friendly plants.
- Brought back the Christmas lights and extended them to the full length of the High Street, into Lordswood Road and up Lonsdale Road, Vivian Road, York Street and Albany Road.
- The BID has also had the tree on the War Lane island dressed, something else which had never been done before.
- Worked with Voi to get the scooter scheme expanded into Harborne, ensuring that parking zones were spread evenly throughout the BID area.
- Worked with Councillor Francis and West Midlands Cycle Hire to pilot virtual docks for the scheme's bikes. The pilot proved successful and has been made permanent here, but can also be rolled out to adjacent areas, increasing active travel options into Harborne.

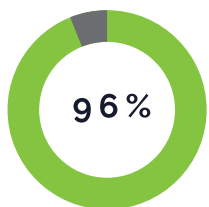
WHAT BUSINESSES WANT:

The recent consultation survey revealed that security is still really important to us as a business community.

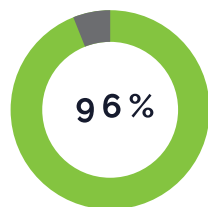
OF TOTAL RESPONDENTS...



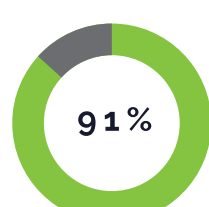
SAID BINS WERE IMPORTANT/ ESSENTIAL



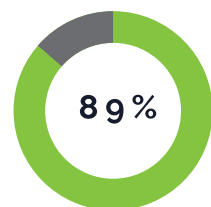
SAID GRAFFITI REMOVAL WAS IMPORTANT/ESSENTIAL



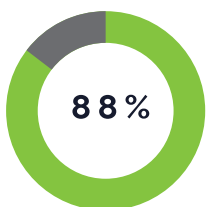
SAID A DEEP STREET CLEAN WAS IMPORTANT/ ESSENTIAL



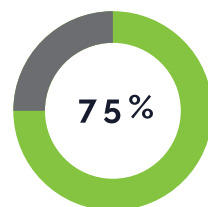
SAID BENCHES WERE IMPORTANT/ESSENTIAL



SAID PARTNER LIAISON WITH KIER, BCC, HIGHWAYS WAS IMPORTANT/ ESSENTIAL



SAID FLORAL FEATURES WERE IMPORTANT/ ESSENTIAL



SAID TRANSPORT TO HARBORNE (VOI SCOOTERS AND BIKE PARKS) WAS IMPORTANT/ESSENTIAL

WHAT BID2 WILL DO:

- Annual floral features continuing the biodiverse theme.
- Christmas lights each year from Nursery Road to Lonsdale Road
- Annual Christmas tree
- Follow up the street scene audit to improve the look and feel of Harborne
- Improve areas of the BID such as Albert Walk, exploring ways to improve the area to encourage footfall.
- Identify and report street defects.
- Remove graffiti as soon after it appears as possible.
- Monthly walkabouts with the Kier Highways steward to ensure the village is safe.
- Report fly tipping and overflowing bins in the area.
- Remove begging and anti-social behaviour
- Encourage active travel to the area
- Improve signage to Harborne from key local locations for example, Birmingham University, The QE Hospital, the Life Sciences Park in Selly Oak (when built).

"We live just off the High Street, and up until about 5 years ago, there was a huge problem with antisocial behaviour. There were regular drug deals and drug taking on our street and the off streets, even in broad daylight - it just didn't feel safe at all. Thanks to Harborne Village BID, Harborne is a much nicer place to be now. There has been a massive improvement in security, less graffiti, the High Street is cleaner, there are lovely flowers in the summer, Christmas lights and great family events too!"

Rachel Perry - Resident

"We welcome the work of the BID in improving our High Street in Harborne as this links directly with our business. Selling and renting local property is made so much easier when a neighbourhood also contains an attractive, well maintained and thriving shopping area."

Tom Oakes - Oakmans Estate Agents

**VOTE YES
FOR A
CLEANER,
GREENER,
WELCOMING
HARBORNE**

STREETSCAPE - BUILDING A BETTER HARBORNE | BUSINESS IMPROVEMENT DISTRICT

High Streets are changing. Even in the first term of the Harborne Village BID, we've witnessed the way in which consumers access businesses changing and Covid accelerated that further thanks to an enforced need to shop online bringing the inevitable forward by several years. However one positive message that the pandemic brought was a need to support local businesses where possible and there was an increase in local people accessing the local High Street. Birmingham City Centre suffered from a lack of footfall whilst the suburbs felt accessible and safer places to shop.

In addition people took more active journeys, getting out and walking during their allotted exercise time and this appears to have continued for many.

We have known for some time that shopping habits have shifted and as a result we need to shift too and where possible be ahead of the game. As suburban High Streets increasingly become places for leisure time, places where you access the services you can't get online, (food, drink, health & beauty), we need to look ahead at how to attract the customers and increase the time they want to spend in Harborne, ultimately benefiting all businesses located here.

A large part of a BID's day to day work is reactive. However, the Harborne Village BID Board are committed on behalf of the wider business community, to being proactive and considering projects that futureproof the area. With a focus on "where will we be in 2030?" we have started to look at how we help people to access the area in sustainable ways, how do we pitch Harborne as a destination making people want to come here rather than other local High Streets or even the city centre. How we make people want to stick around when they are here, not just jump out of a vehicle, run a quick errand and leave. The more our customers feel this way, the more we all benefit.

One project we could consider is exploring the practicality and aesthetics of the main trading area of Harborne. Is it still fit for purpose? Harborne has looked and operated in the same way for many years. What if we were to make it more accessible, add greenery and create wider pavements for on street trading to encourage a "cafe culture" feel? We discovered that simply adding picnic benches to the wider forecourt opposite the Old School Yard during the pandemic proved that people like to take their time while shopping.

As a BID, we can have the right conversations with the right people to get attention on Harborne and support from the authorities. Ultimately attracting funding to develop a master plan to help make impactful changes.

Imagine what your investment could achieve for the future.



HARBORNE HIGH STREET | BUSINESS IMPROVEMENT DISTRICT

A POTENTIAL FUTURE CONCEPT

Offering a vision of Harborne High Street 5-10 years from now, this image shows some opportunities for a reallocation of street space in favour of pedestrians and cyclists.

Envisaged as a snapshot of a longer phased transformation, it shows a practical ambition for the high street and its wider neighbourhood, while prompting questions about local priorities and values.

The COVID-19 pandemic drove consumers online, forcing the closure of a number of anchor chain retailers, while shifts away from commuting and towards home-working contributed to a reduction in the intensity and predictability of consumer footfall. Instead of a simple return to the status quo, there are now opportunities to work with and build upon the experience of the pandemic — including widened pavements, active travel interventions, and the loosening of restrictions on outdoor dining.

Prompts & questions for further discussion:

How can changes to Harborne's streetscape support current businesses and a more mixed future high street, likely to include a wider range of different uses alongside retail and dining?

How can Harborne better support groups who are often sidelined in existing high street spaces, including children, teenagers, and older people?

What can the BID do to help the council combat air pollution and meet Net Zero targets?

How else could people use the street space currently occupied by on-street parking?

Where do these (or other) changes provide opportunities to create a stronger sense of place and/or local identity? - e.g. through artworks, landscaping, and site-specific interventions



IMAGE KEY:

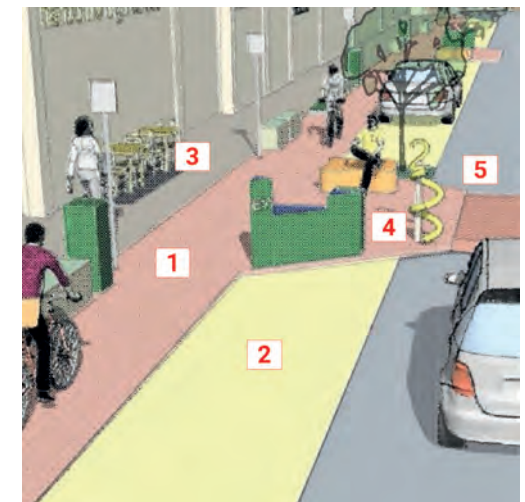
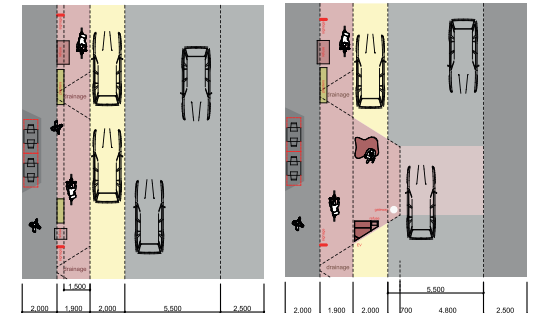
1. New cycle lane/route, separated from the existing pavement by planting and relocated street furniture

2. Retention of some/most on-street parking, with priority for Blue Badge holders and delivery loading/unloading within set times

3. Pavement space used by commercial tenants, e.g., for outdoor dining

4. New apron spaces projecting into the street, with space for extra seating, greenery and planting, and relocated street furniture

5. Raised crossing, bridging the two sides of the high street, and creating a clear space for pedestrians to cross, contributing to traffic-calming measures and creating opportunities for new placemaking features

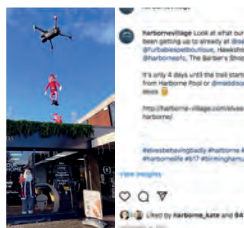


1.9m added to pavement on single side parking / loading space maintained for 1st phase (assumes reduction to 5.5m highway)

EVENTS & MARKETING |

BUSINESS
IMPROVEMENT
DISTRICT

A VILLAGE AT THE HEART OF THE COMMUNITY...



WHAT WE DID:

The pandemic, coupled with economic uncertainty is changing consumer habits. Now more than ever Harborne needs to work together to create experiences that attract people to events and businesses.

We value and support our community by offering events such as Harborne Green Village Fete and Harborne Lights Up. We engage with local schools e.g. through Platinum and Commonwealth Portrait competitions, and provide trails, like the Pumpkin Parade and Elves Behaving Badly, which promote interaction with our business via creative, numeracy, and literacy based skills.

Over the past 5 years we have worked with businesses to provide consumer facing destination marketing under the brand Harborne Village. Under a collective voice a variety of themes,

trends and techniques have been employed, to promote Harborne to new and returning consumers.

- Created a dedicated consumer facing newsletter to promote the local offer.
- Created a dedicated social media channel sharing engaging content to promote the area.
- Delivered community focussed events
- Created a dedicated website featuring the local businesses and news.

We utilise the reach of Harborne Village to share a variety of content including video, images, offers, incentives, blogs, interviews and much more! The voice of Harborne reminds people of all of the great reasons to visit and keep visiting Harborne, whether they are local residents or from further afield.

"As the owner of a small independent business with premises at one end of the High Street, I have been able to get involved with events by working with Kate at the BID that raised awareness about my business in the local community and gave me a platform to reach out to potential new customers."

Helena Dobbie - Fur Family Pets



WHAT BUSINESSES WANT:

The recent consultation survey revealed that security is still really important to us as a business community.

OF TOTAL RESPONDENTS...



WHAT BID2 WILL DO:

We want to carry on with these events, whilst adding new opportunities to get our community and businesses engaged.

We want to build on the success of key calendar events, such as the Fete and Screen on the Green to attract and retain people to the High Street.

All events will prioritise opportunities for BID business to promote themselves, and will promote the area as a place to have fun and socialise. Events aimed at attracting footfall will take place in different parts of the Village to promote a variety of businesses.

The BID will ensure that all relevant activity is promoted to offer new ways of demonstrating the breadth of opportunity available to those wishing to visit Harborne Village.

We will continue to deliver a destination marketing strategy, to promote and champion businesses, and carry on developing opportunities for our businesses to develop and grow within the area.



**VOTE YES TO SEE
LOTS MORE OF THIS!**

A REACTIVE BID |

BUSINESS
IMPROVEMENT
DISTRICT

Nobody expected the pandemic to be so disruptive. The situation moved fast and the BID had to react quickly to support Harborne's business community to ride the wave. While the village shut down, staff were furloughed and people stayed at home, the BID kept going. All customer facing activities had to stop but we worked tirelessly to share the latest information, work closely

with other BIDs and Birmingham City Council to make sure our businesses were as well informed as possible. We shared grant information, chased payments and informed businesses who had not yet applied to make sure they didn't miss out. As well as that we developed messaging campaigns to keep customer confidence up.

WELCOME BACK PACK

CREATING AND DISTRIBUTING WELCOME BACK PACKS TO BUSINESSES TO SHOW A LITTLE SUPPORT DURING THE PANDEMIC.



SAFETY MESSAGING

TO INCREASE CUSTOMER CONFIDENCE ABOUT COMING BACK TO HARBORNE



GET PEOPLE BACK TO HARBORNE

LOCALISED VERSION OF THE CITY WIDE SAFETY CAMPAIGN TO GET PEOPLE BACK TO BRUM



THE BENCHES

TO PROVIDE OUTDOOR SPACE WHERE CUSTOMERS COULD EAT AND DRINK TO SUPPORT OUR HOSPITALITY BUSINESSES WITHOUT THE NEED TO SIT INDOORS IF THEY WEREN'T CONFIDENT. THIS WAS ESPECIALLY USED BY THE OLDER COMMUNITY



COVID-19 RESOURCES

TO LOCALISE NATIONAL MESSAGING WE PRODUCED A SET OF RESOURCES FOR BUSINESSES TO USE AND UPDATED THEM AS THE PANDEMIC DEVELOPED.

WEBSITE UPDATES

TO HELP CONSUMERS KNOW WHAT WAS HAPPENING IN HARBORNE AND TO KEEP THEM ENGAGED WITH OUR BUSINESS COMMUNITY, THE BID WEBSITE HAD REGULAR UPDATES AND INFORMATION ABOUT BUSINESS ACTIVITY AS WELL AS IDEAS OF THINGS TO DO WHILST IN LOCKDOWN.



EXPLORE
HARBORNE
LOVE
HARBORNE!
T. DRINK. SHOP. SMILE

DIGITAL ADVERTISING CAMPAIGN

SHOWED ADVERTISEMENTS ON THE
HAGLEY ROAD DIGITAL SCREEN
POINTING PEDESTRIANS AND
DRIVERS TO EAT, DRINK AND SHOP
IN HARBORNE

CHEERS TO HOSPITALITY

COMPETITION TO ENGAGE THE
COMMUNITY TO VISIT HARBORNE'S
HOSPITALITY SECTOR WHICH HAD
SUFFERED CONSIDERABLY FROM
ADDITIONAL LOCKDOWNS. THE
COMPETITION RAISED AWARENESS OF
THE NEED TO SUPPORT LOCAL
BUSINESSES

CHEERS
TO
HOSPITALITY

Welcome back Harborne!



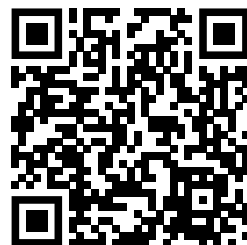
TAG US TO
WIN A
£50
VOUCHER

to spend in any
Harborne cafe, bar
or restaurant

tag @harborne

GREEN VILLAGE FETE

PART OF THE COVID RECOVERY STRATEGY.
THE EVENT WAS AIMED AT BRINGING
PEOPLE TOGETHER AND PROMOTING
COMMUNITY SPIRIT



EAT OUT TO HELP OUT

PROMOTED THE
NATIONAL
CAMPAIGN AND THE
BUSINESSES
PARTICIPATING



Image:
Thom Bartley

WHATSAAP MESSAGING

PROVIDED A MESSAGING SERVICE FOR BUSINESSES TO SHARE
UP TO DATE GOVERNMENT ADVICE, LOCAL UPDATES AND GRANT
FUNDING SUPPORT AVAILABLE AND HOW TO APPLY.

HARBORNE HAS IT ALL

A FOLLOW-UP CAMPAIGN TO
PROMOTE ALL THAT HARBORNE
HAS TO OFFER USING A BESPOKE
PIECE OF ARTWORK, TO TIE IN TO
THE GREEN VILLAGE FETE 2022
PRINTED HESSIAN TOTE BAGS WILL
BE GIVEN AWAY FOR OUR
SHOPPERS TO USE.

HARBORNE



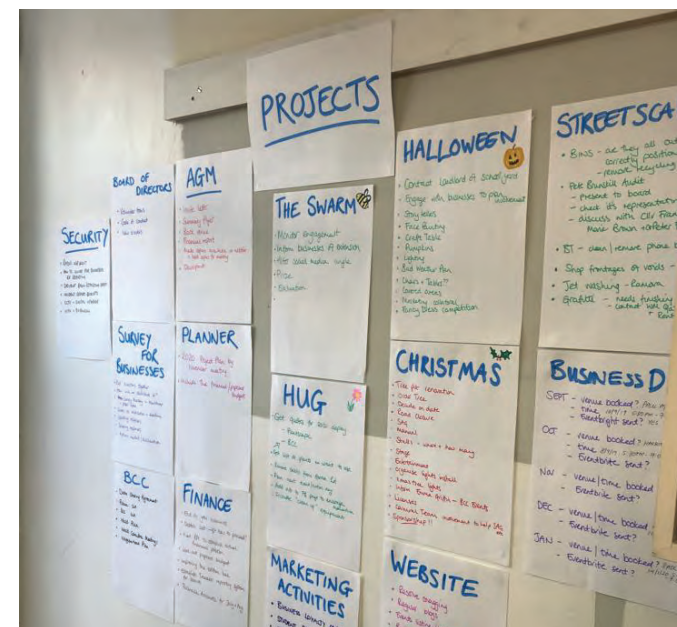
BUSINESS SUPPORT | BUSINESS IMPROVEMENT DISTRICT

WHAT THE BID HAS ACHIEVED:

- Directly responding to calls from businesses for support on projects, billing enquiries and dealing with fly tipping.
- Excellent relationship with council officers and local councillors meaning we can advocate for businesses and get answers easily.
- Liaised with the police on behalf of businesses, and have a Police representative sat on the BID board.
- The Business Den a free networking supporting B2B networking (prior to Covid)
- Sending out regular mailers and starting the Whatsapp messaging service during Covid, to communicate with businesses whilst closed and share information about available grants.
- Ongoing use of Whatsapp to share operational issues ie. road resurfacing and street cleaning, as well as marketing opportunities.
- Representation of Harborne at a local, city and regional level, ensuring Harborne is on the radar of key decision makers.
- Attending local ward meetings, to ensure our priorities were in the Ward Plan.
- Attending meetings with other BIDs across the West Midlands, linking into the national BID through the ATCM (Association of Town and City Management).

"Opening a business with the support of a BID was a first for our business. Having the support and assistance from the BID Manager as well as other businesses was a real help to us when opening in Harborne."

John Molnar -
The Cod's Scallops



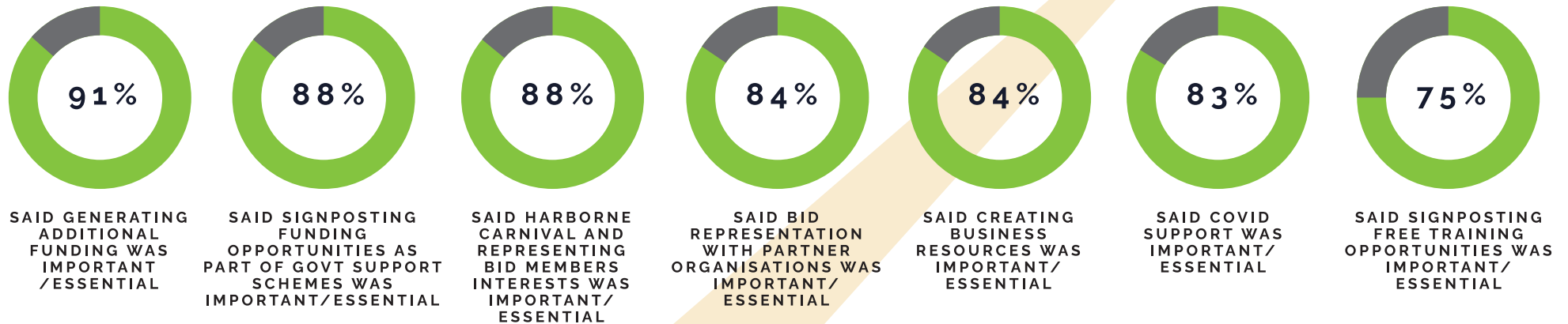
"During the refurb of Holy Moly's new Harborne restaurant we came across some planning issues which threatened our ability to open on time. The BID stepped in to the discussions with the planning department and engaged some senior members of the council in our case. The sticking point was soon resolved and the build got back on track enabling us to open in time for the Christmas trade."

Craig Stanley -
Holy Moly

WHAT BUSINESSES WANT:

The recent consultation survey revealed that security is still really important to us as a business community.

OF TOTAL RESPONDENTS...



WHAT BID2 WILL DO:

- Continue to source funding opportunities for projects including event sponsorship.
- Restart the Business Den networking meetings for businesses. Represent businesses with key stakeholders such as Birmingham City Council, the Greater Birmingham and Solihull Local Enterprise Partnership and the Combined Authority.
- Champion Harborne to attract more investment in the area.
- Continue to signpost grant and training opportunities for businesses.
- Keep businesses informed of opportunities and helpful information via the WhatsApp messaging service.
- Provide support to BID businesses on a daily basis.
- Welcoming businesses that are new to Harborne and providing assistance where needed.

**VOTE YES FOR A
GREATER VOICE
FOR HARBORNE**

WHAT THE BID HAS ACHIEVED:

When the initial consultation was undertaken in 2017 as part of the BID development, safety and security were a very high priority for businesses. There was a big problem with persistent begging, rough sleeping and antisocial behaviour which was impacting on businesses and making residents uneasy when shopping.

The BID responded by...

Introducing a street warden, to deter crime, support businesses, liaise with customers, and provide an on-street point of information. The warden reports issues such as graffiti, broken street furniture, on-street hazards and crime vulnerabilities. They also attend pubwatch meetings, share intel with businesses and support crime reporting. The Street Warden has a proactive relationship with the local police neighbourhood team.

Introducing a fully funded retail radio system. The previous analogue system was vulnerable to being hacked into, however our new digital radio system has deterred shoplifters and monitored activity. Whilst not all businesses have a radio, they are spread across the BID area and help prevent antisocial activity for other businesses. The BID office operates a retail radio hub, whereby all calls are recorded and levels of usage are monitored, ensuring the right businesses have the radios.

Working with the council's central CCTV control centre; 3 cameras currently operate in the BID area. The BID's positive

relationship with the control centre manager resulted in Harborne being selected to test a new HD camera - this allowed clearer images and the ability to zoom into footage. The BID board has committed to the cost to upgrade the other 2 cameras, with the council funding installation and maintenance.

Getting the infrastructure in place for the BID retail radios to speak directly to the CCTV control room, enabling criminal activity to be tracked. A new link has been installed in the Harborne Library to carry the communications; the engineers from the radio suppliers set their equipment to be compatible and we're now awaiting the link to go live - COVID lockdowns in the control centre and the Commonwealth Games have delayed the process, but we're almost there!

"We would continue to back the BID as we use the radios a lot to contact Sonya, the Street Warden. This has proved to be so useful particularly as part of a smaller team and one which is often solely female"

**Tricia Blewitt -
The Works**

"Following the close relationship between the BID and Police, the local Policing plan was influenced to achieve a dedicated PCSO for the High Street."

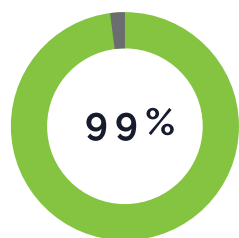
Insp Lee Trinder



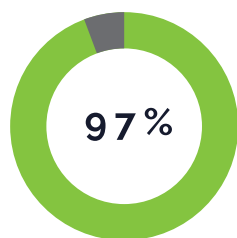
WHAT BUSINESSES WANT:

The recent consultation survey revealed that security is still really important to us as a business community.

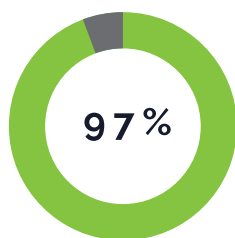
OF TOTAL RESPONDENTS...



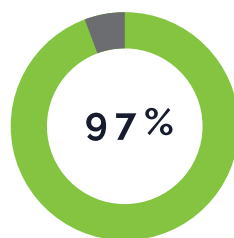
SAID THAT
POLICE LIAISON
WAS IMPORTANT/
ESSENTIAL



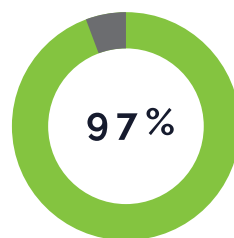
SAID THAT
STREET WARDEN
PATROLS, BUSINESS
CHECK-INS, SECURITY
ADVICE, CRIME
SUPPORT, ON-STREET
CUSTOMER SUPPORT
WAS IMPORTANT/
ESSENTIAL



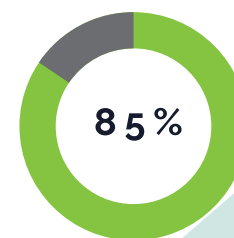
SAID THAT ON
STREET CCTV
WAS IMPORTANT/
ESSENTIAL



SAID THAT
REDUCTION IN
ASB WAS
IMPORTANT/
ESSENTIAL



SAID THAT
REDUCTION IN
SHOP THEFT
WAS IMPORTANT/
ESSENTIAL



SAID THAT
REMOVAL
OF BEGGARS
WAS IMPORTANT/
ESSENTIAL



SAID THAT
RETAIL RADIOS
WAS IMPORTANT/
ESSENTIAL

Residents say...

"The Warden is the best thing that has happened to Harborne High Street. We could do with more people like her."

WHAT BID2 WILL DO:

- The Street Warden role has been a huge success and so we'll continue to invest in this, monitoring need and responding accordingly.
- Continue the retail radio system, monitoring use and working with businesses to ensure best coverage and training businesses in appropriate and effective radio usage.
- Complete the connection to the central CCTV monitoring centre allowing businesses to talk directly to CCTV operatives.
- Engage the newly appointed Community Safety Intervention Officer to spend regular time in Harborne to tackle anti social behaviour.
- Upgrade the remaining two CCTV cameras in Harborne to HD cameras improving capability.
- Expand the CCTV coverage to cover the section from Albany Rd to Lonsdale Rd installing a minimum of 2 new cameras.
- Continue to work closely with the local Police Neighbourhood team, attending regular meetings, sharing intel, alerting them to issues/concerns.

**VOTE YES FOR A
SAFE AND SECURE
HARBORNE**



WITHOUT A BID | BUSINESS IMPROVEMENT DISTRICT

Think back to how Harborne was before 2018 when the BID started. Some businesses have moved to Harborne since then and have never experienced a time before the BID was first voted for by businesses. Thanks to our collective investment we've been able to achieve so much. Things that wouldn't have been possible through the voluntary structure of the former Harborne Business Association - the very reason they set the BID up.

The BID delivers additionality. It doesn't fund services that would otherwise be provided elsewhere.

Voting no to the BID will mean Harborne takes a step backwards:

A NO VOTE MEANS YOU LOSE ALL OF THIS...



IF YOU VOTE NO YOU WILL LOSE ALL OF THIS...



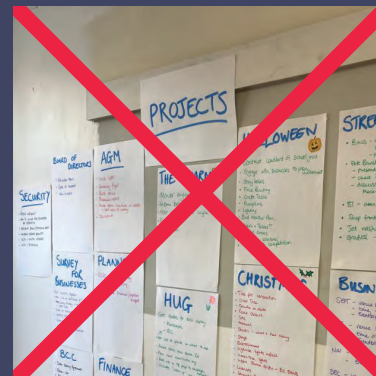
Improved streetscene



Website / social media



Events (fete, trails, xmas lights)



BID Manager making things happen



Representation generating support for Harborne



Funds received from external sources because there is the infrastructure of a BID



Direct contact with Birmingham City Council & our local MP helping us to get things done



Regular liaison with West Midlands Police



Power of many - a single voice representing over 250 businesses



Floral features

OUR COLLECTIVE INVESTMENT HELPS TO MAKE ALL THESE THINGS HAPPEN.
HARBORNE VILLAGE BID IS MAKING YOUR MONEY GO FURTHER.

- PROPOSED 5 YEAR BUDGET (2023 - 2027)

	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
INCOME (ex VAT) £					
LEVY INCOME	149,000	149,000	149,000	149,000	149,000
SURPLUS CARRIED OVER FROM PREVIOUS YEAR	44,000	37,000	37,000	37,000	37,000
FUNDS AVAILABLE FOR BID ACTIVITIES (£)	193,000	186,000	186,000	186,000	186,000
EXPENDITURE (£)					
SAFETY & SECURITY (Warden, Radios, CCTV)	52,000	44,000	44,000	44,000	44,000
EVENTS & MARKETING (Events, marketing, web/social media)	40,000	40,000	40,000	40,000	40,000
STREETSCAPE (Seasonal lights/planting, street furniture & cleansing)	40,000	40,000	40,000	40,000	40,000
BUSINESS SUPPORT (Communication, representation & networking)	25,000	25,000	25,000	25,000	25,000
TOTAL EXPENDITURE	157,000	149,000	149,000	149,000	149,000

THE BID RULES

The Business Improvement Districts (England) Regulations 2004 sets the framework under which BIDs must operate. These rules explain the key points, including The Ballot; Bid Levy and who contributes; BID set-up, and BID Operations and Management.

THE BALLOT

- Each non-domestic ratepayer within the boundary, defined by the list of streets and the map on page 9-10, will have one vote for each of their eligible hereditaments provided they are listed on the National Non-Domestic Rates list as provided by Birmingham City Council.
- A proxy vote is available and details will be sent out with the ballot papers.

BID LEVY AND WHO CONTRIBUTES

- Each business ratepayer entitled to vote will be liable for the levy.
- The BID levy rate is calculated as 2% of a hereditaments rateable value as at 1 January 2023 in the Non-Domestic Rates List 2017 (NDR).
- Any business that undergoes a reassessment of their rateable value will have their BID levy altered in line with the judgement made by the Valuation Office Agency (VOA). Where reassessment results in a reduced rateable value, at the Board's discretion, the relevant amount of BID levy credit will be returned to the relevant BID Levy payer. Any refunds will be limited to the date of when the schedule from the VOA is issued, and not in accordance with the date necessarily in the list. This will only apply to the current BID term.
- The BID levy rate (2%) will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations unless done so via an Alteration Ballot.
- As a new or updated NDR list is produced, the Board will consider whether to adopt these values and replace the current 2017 NDR list values.
- VAT will not be charged on the BID levy.
- Any businesses with a rateable value of £4500 or less will not be subject to a BID levy or be part of the Business Improvement District and hence not eligible to vote in the BID ballot.
- The number of properties or hereditaments liable for the levy is estimated at 258.
- The levy will be charged in part from January to March in the first year of the second BID term, annually from April to March, and from April to December in the final year.
- The levy must be paid by one payment in each year. An instalment option is not currently available.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords,

exemption relief or discount periods in the Non Domestic Rates Regulations 1989 made under the Local Government Finance Act 1988.

- Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- Premises occupied by charities or non-profit making organisations, will be liable for the full BID levy.

BID OPERATIONS AND MANAGEMENT

- Harborne Village BID will be run and managed by Harborne Village BID Ltd (company number 11123874) for the duration of the proposed term that runs from 1st January 2023 - 31st December 2027. The second BID term will commence on 1st January 2023, which is 72 days after the anticipated publication of the result.
- Birmingham City Council is currently the only body authorised to collect the BID levy on behalf of the BID company.
- The BID funding will be kept in a separate BID account and transferred to the BID company.
- The BID Board of Directors will meet at least six times a year.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives as outlined in this document.
- The BID company will produce a set of annual accounts made available to all company members.
- The BID area and the levy percentage cannot be altered without an alteration ballot.

GOVERNANCE

The BID Board

- The Harborne Village BID is a not-for-profit company limited by guarantee, established for the specific purpose of operating the BID. Directors will give up their time voluntarily to ensure that the income received is spent correctly according to the business plan. The Company will continue to operate in a spirit of openness, transparency and inclusivity and will operate as part of the wider community and in the public interest as well as that of the businesses.
- The BID board will consist of approximately 11 elected members representing a cross section of the Village's business base. In addition one Birmingham City Councillor and one representative from West Midlands Police will be directors, however they will not have any voting rights relating to financial matters. These additional roles are appointed by their respective organisations.
- The BID board of Directors will meet at least 6 times a year.

- Applications for the board will be invited at any time during the year. An Annual General Meeting will be held each year. In the event of a position becoming vacant it can be offered up immediately. A rotation policy will be approved by the board.
- The Chair will be nominated from the board on an annual basis.
- Board members may agree to allow other non-voting regular attendees if they feel it is beneficial to the aims of the BID. Professional invitees may be invited as appropriate.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives as outlined in this document.
- Provided the BID is meeting its overall objective, the board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers and the business environment in the Village. Beyond this an AGM would be held.
- Every levy paying business will be eligible to become a member of the BID company and to vote at annual general meetings.

Financial Management

- The BID Board will monitor financial performance at its board meetings.
- The Company will provide copies of statutory accounts and financial statements to the billing authority annually on request.
- The Company will make available financial monitoring reports to the Billing Authority on a quarterly basis and meet with them to discuss billing, levy collection and any financial management issues.
- The BID company will produce a set of annual accounts which will be made available to all company members.
- Where appropriate the BID will adopt a "Harborne Village First" approach to securing services it buys in while still looking to secure best value.

BID Management

- The Harborne Village BID will employ a BID Manager whose role will be to manage the day to day operations of the BID.
- The BID Manager will work alongside the Board of Directors to ensure that themes outlined in this business plan are delivered on time and to budget, always aiming to exceed expectations.



The BID will exist to deliver the projects as outlined in this business plan against the objectives and targets it sets. Keeping the BID on track and monitoring performance will be a priority to ensure funds are spent correctly and according to the outlined budgets. As projects are delivered their impact will be evaluated.

The manager will be responsible for establishing an annual operating plan and activity programme against which the success of both the BID and individual projects will be monitored. The establishment of these plans will be overseen by the BID board and progress will be monitored at board meetings.

At the mid-point of the BID period it is proposed to conduct an independently facilitated mid-term review to discuss progress and the factors contributing to this.

In the final year a business survey will be conducted which will replicate the questions posed in the survey conducted in the consultation process which was used to develop this business plan. This will then form the basis for planning for the next period of the BID.

SERVICE LEVEL AGREEMENTS

Birmingham City Council provides a baseline services statement to benchmark and allow monitoring of the delivery of relevant services. This way the BID will ensure that the essential basic services are delivered effectively and sustained over its 5 year term. These services include highways maintenance and street cleaning.

In addition an updated Operating Agreement, which includes data sharing agreements will be available on request and published on the BID website. This governs the terms under which the BID Levy is collected. www.harborne-village.com



THE BALLOT |

BUSINESS
IMPROVEMENT
DISTRICT

The BID ballot will take place from 22nd September and you will have until 5pm on 20th October to vote.

Ballot papers will be distributed with the business plan to every business eligible to vote located in the BID area

The ballot will be carried out independently of the BID team, via Civica.

Businesses occupying more than one hereditament will be sent one ballot paper per hereditament.

The ballot will be carried out via post, and voting by proxy is available. Full details will be sent out with the ballot notice.



KEY DATES OF THE BALLOT PROCESS:

DAY
42

Thursday 8 September 2022

Statutory (Latest) Date: Notification of Ballot

DAY
28

Thursday 22 September 2022

Ballot Period Begins

DAY
10

Monday 10 October 2022

Latest Date to Appoint Proxy

DAY
5

Saturday 15 October 2022

Latest Date to Cancel Proxy

DAY
4

Friday 14 October 2022

Issue Of Replacements

DAY
0

Thursday 20 October 2022

Ballot Day (Closes at 5pm)

DAY
-1

Friday 21 October 2022

Issue of Result



THE POWER OF WORKING TO VOTE

22ND SEPTEMBER - 2
SHOP LOCAL.
SHOP HARBORNE.



OF PEOPLE TOGETHER. YES

20TH OCTOBER 2022

FOR FURTHER INFORMATION...

Kate Smart
Harborne BID
Manager

Telephone: 07538 067379
Email: hello@harborne-village.com
Website: www.harborne-village.com

For further information on BIDs visit www.britishbids.com



Imagine a Business District where the whole community is united by a passion to support and develop an exciting and vibrant area where people feel welcome, proud and safe.

A space where people want to spend time with family and friends, the environment matters and journeys are simple.

A District that works together to be the best it can be, a leading example of suburban living...
Imagine the future of Harborne.