

# ACOCKS GREEN VILLAGE BUSINESS IMPROVEMENT DISTRICT (BID) Statutory Explanatory Notes - January 2014

#### What is the Acocks Green Village BID?

The Acocks Green Village Business Improvement District (BID) is a precisely defined geographical area within the Yardley Constituency of Birmingham where businesses have voted (in accordance with the Local Government Act, Business Improvement Districts (England) Regulations, 2004), to invest collectively in local improvements to enhance their trading environment.

Between the 20<sup>th</sup> September and 27<sup>th</sup> October 2011, a postal ballot of eligible business ratepayers in the proposed BID area was conducted. A total of 44% voted and of those, 76% voted by number and 64% by rateable value in favour of the proposed BID. Having secured the necessary mandate therefore, **the BID commenced formally on 1**<sup>st</sup> **January 2012**. Further information can be found at <a href="https://www.acocksgreenbid.com">www.acocksgreenbid.com</a>. The BID is now entering its third year of operation.

The Acocks Green Village BID is one of 12 BIDs across Birmingham and its local centres, these are Broad Street, Retail Birmingham, Colmore Business District, Erdington, Kings Heath, Southside, Sutton Coldfield, Northfield, the Jewellery Quarter, Sparkhill and Soho Road.

#### What will the Acocks Green Village BID do?

The Acocks Green Village BID will provide a range of new and additional services and projects designed to improve the business environment. The broad terms of our business plan are;

# Growing Business Capacity for Change

- Ongoing specialist business training and an opportunity for businesses to network and inter-trade, including NVQ's, CMI, young apprentice programme, and free training courses on Health & Safety, Manual Handling, First Aid, Food Hygiene, Window Dressing and Sales Powered By Service
- o Maintaining a business directory of products and services available local, as part of the AGV BID website

#### Stronger Image, Better Promoted

- Maintaining the Village website with online business directory (with a login for every business to update their page), live twitter feed, social network links and mobile phone app
- o Marketing materials to promote the Village, its events and the crime reduction programme
- o Monthly newsletters to inform businesses of the BID's activities

### Better Kerb Appeal and More Going On

- o Enhanced floral planting scheme, including sponsorship of Britain in Bloom (Silver award in 2013)
- o Improved Festive lights programme
- o Ongoing programme of street-based events and activities
- o Dedicated BID Cleaning Operative to ensure a tidy and clean Village, including graffiti removal
- o BID contribution, and community fund-raising programme for the purchase of a life-saving defibrillator for Acocks Green

# Better Connected to Reduce Criminal Behaviour

- Maintaining the Village 'Storenet' radio scheme (50 handsets) and ensuring that they work effectively to help address shoplifting, and criminal/anti-social behaviour
- In partnership with West Midlands Police, hold quarterly business crime forum meetings, to share information and intelligence
- o Making crime prevention training available to all businesses, including security audits of premises on request
- Regular interaction with the CCTV centre to co-ordinate a joined-up approach, with the Storenet radio users and the Police, to eradicate crime in the Village

### Business Led, Performance Driven

- Led by an experienced BID Manager, supported by the BID assistant
- o Regular monitoring and reviewing of council service with the board directors and elected members

#### How is the BID funded?

The BID's activities are principally funded via the **BID levy** charge of 2.5% of rateable value as at 1<sup>st</sup> January 2012. This charge is payable by business ratepayers and is collected by Birmingham City Council on behalf of the Acocks Green Village BID.

The funds are then passed to Acocks Green Village BID Company Limited, an independent and private sector led 'not for profit' company, to invest on behalf of the business community, in line with the approved BID projects.

The estimated total revenue to be raised from the BID levy in each of the 5 years of the programme, is approximately, £105,000 (£525,000 over 5 years), with additional funds in year two being brought in by bid applications to the Community Chest programme, donations by Community Groups, Section 106 (proposed for 2014 activites) and revenue secured through the regular street events/markets, advertising opportunities and sale of Vintage Village calendars.

## How is the Acocks Green Village BID delivered?

The BID's activities are delivered by Acocks Green Village BID Company Limited, with a Board of 15 Directors directly accountable to the BID levy payers (Any business that pays the levy can put themselves forward to be considered for a place on the BID board should a vacancy become available) In line with the BID business plan, all levy payers will be eligible to become members of the BID Company. If you are interested in being considered as a BID director, email Sandy at the address below.

The Acocks Green Village BID team, led by the Manager, Sandy Gianni, will be responsible for directing all projects and services and representing the District for the benefit of levy payers.

## How was the BID levy liability calculated?

The BID levy is charged at 2.5% of rateable value as at 1<sup>st</sup> January 2012 on all non-domestic properties within the BID area that are listed on the Local Non-domestic Rating List (2010).

The following will apply:-

- The annual levy will be apportioned on a daily basis where properties are taken out or brought into the rating list
- No exemptions will be granted for void or partially empty premises
- Charitable organisations in receipt of mandatory charitable relief from rates will pay the minimum levy of £240.
- Private car parks, ATMs, telecommunication masts and advertising hoardings will be exempt from the levy.

The BID levy is payable for the whole year and will be increased each year by the annual inflationary/deflationary factor for local non domestic rate bills as calculated by the Government.

As at September 2013, 96.83% of the total levy in Acocks Green in year 2 had successfully been collected.

# What is the duration of the Acocks Green Village BID?

The BID arrangements commenced on 1st January 2012 and will operate for five years until 31st December 2016. Before the end of this period, the Acocks Green Village BID Board of Directors will promote an extension of the BID. This will require a 'Renewal Ballot' to be held in during 2016.

# Enquiries about payments and accounts can be made by contacting:-

Birmingham City Council

Chief Executive's Directorate

**Resources Department** Revenues and Benefits Division

PO Box 5 Birmingham **B4 7AB** 

Telephone: 0121 303 5509

Email: business rates@birmingham.gov.uk

#### Enquiries about the Acocks Green Village BID and its services can be made by contacting the BID Manager at:-

Acocks Green Village BID Co Ltd Tel: 0121 706 7581 Office 8 Dolphin Court Mob: 07415 638 878

1227 Warwick Road Fmail: sandy@acocksgreenbid.com

Acocks Green, B27 6PX