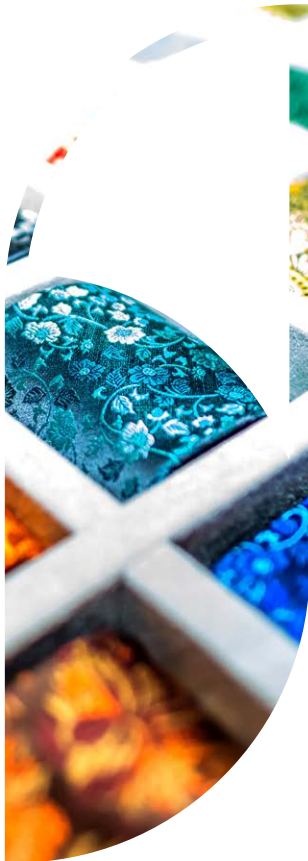


TERM 3

2020-2025

RENEWAL BUSINESS PLAN



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A MESSAGE FROM THE CHAIRS & CHIEF EXECUTIVE

'In order to look forward we must consider the path already travelled. Over the past nine years, Solihull BID has helped make our town a thriving and attractive location for leisure, shopping and work. Through a multitude of successful initiatives, we have developed a town centre that is buzzing with activity, day and night, and, with the help of our Town Hosts, we've made sure Solihull is as safe and secure as it is enjoyable.'

'Learning from our journey so far, we have created a plan for the next five years that will deliver the positive impact BID members deserve. The BID team and I look forward to working with local businesses to grow our success and capitalise on what is an exciting time for the whole region.'



KEVIN JOHNS,
DIRECTOR, PRIME ACCOUNTANTS
CHAIRMAN, SOLIHULL BID

'Solihull BID gives local businesses the chance to take an active role in making our town centre the best it can be.'

By encouraging collaboration and team working, the BID brings together businesses and stakeholders to achieve spectacular results.

'As a community, we can harness the drive, energy and commitment of everyone in Solihull to buck national retail trends and create something very special.'

We look forward to entering our third BID term with optimism, intent and excitement, and I call on everyone to join us in our mission for success.'



TONY ELVIN,
GENERAL MANAGER, TOUCHWOOD
VICE CHAIRMAN, SOLIHULL BID

'I have had the privilege of working for Solihull BID since its inception in 2010. During this time, I have seen first-hand the growth and connectivity that has been achieved in our business community.'

'Our current projects, spanning safety, events, business matters and the evening economy, have had significant results for the whole town centre, and I am so proud of our achievements.'

'The town centre is where commerce and prosperity meet. Solihull BID provides the network through which all sectors can work together with a shared purpose: to ensure that we are ahead of the curve with innovative projects that lead to future success.'

'Our business plan outlines our bold and ambitious vision for our third term in Solihull. We will continue to connect our spaces, protect our people and

businesses, and collaborate with partners to steer the transformation of the town centre towards a vibrant future.'

'Solihull BID makes sure local businesses can have their say in the future of our town. Make sure your voice is heard by voting yes for Solihull BID this October.'



MELANIE PALMER,
CHIEF EXECUTIVE, SOLIHULL BID



SOLIHULL

The jewel in the crown of the Midlands, Solihull is widely considered to be one of the best places to live and work in the UK. Set within easy reach of all major commuter links, our town is a hotspot for those investing in business – and in their lifestyle. Solihull's success is reflected in the significant inward investment into the surrounding area in recent years. With a plethora of exciting new developments in the pipeline, we are looking forward to an exciting future underpinned by a growing and prosperous economy.

Aware of the need for a unified voice representing business, Solihull's businesses voted to establish the Business Improvement District (BID) in 2010 and, for the past nine years, we have worked tirelessly to fulfil the promises we made – first in our initial business plan (2010-15) and then in our modified and evolved approach for our second term (2015-2020).

Your ongoing feedback has provided a clear direction on how best to apply resource. By prioritising the areas where local business wants to see improvement, we have developed a safer and more secure environment and a vibrant, connected and sustainable economy that continues to grow in strength as we enter our third term (2020-25).

Solihull BID works with the local authority, police and other key partners to ensure a smooth delivery of our services. We are recognised as the main delivery partner for town centre projects, which bring new visitors to the area, increase footfall, foster collaboration among businesses, build social cohesion and enhance the safety and security of our town centre.

We are a democratically elected not-for-profit organisation, with a voluntary Board of Directors that is representative of the town's businesses. Under government legislation all BIDs have a five-year tenure, at the end of which they must be re-elected in order to continue their work. We are therefore running a renewal ballot in October 2019.

Please continue to show your support by voting yes in October, to grant Solihull BID a third term. With this mandate we will deliver a range of exciting new projects, detailed in the pages to follow, and continue to ensure that business is at the heart of local decision-making.



A DECADE OF ACHIEVEMENT

Over the past nine years, Solihull BID has grown and developed, our projects evolving to reflect the changing socio-economic landscape. Collaboration is at the heart of everything we do and we have listened to our businesses every step of the way. We collate verbal and written feedback from events, surveys and visits to make sure we're doing everything we can to help businesses flourish and grow.



SAFE AND SECURE



Creating a safe, secure and socially cohesive environment is a priority for us all. Our Town Host team provide a reassuring presence seven days a week, deterring and reporting crime, and empowering businesses to report issues themselves through the DISC reporting app. Our on-site training services keep businesses informed, connected and prepared, whilst the Pub Watch and Bet Watch forums bring businesses together to strengthen security even more. Following more than **8,000** business visits from Town Hosts, and all your helpful feedback, we have bold new plans to build on this success during our third term.



EVENING ECONOMY



Image: Beer Yeti

Our work has prompted significant growth in Solihull's evening economy. By collating the details of events and activities from across the town centre, we've built a diverse and exciting programme to publicise on social media and the web. Our Evening Guardians have made locals and visitors feel even safer when out and about, while footfall to bars and restaurants has reached new highs thanks to our own events and special offers, from live music to voucher booklets.



EVENTS AND FESTIVALS



Improving visitor experience benefits everyone in Solihull. Our hallmark events and festivals are well-known in the town and wider region and have grown every year to make Solihull a top destination for socialising in a positive, safe environment. From dance and fashion to jazz and food, our collaborative events are on-trend and have been instrumental in boosting tourism, with an additional **540,000** people visiting over the past nine years.

THERE'S ONLY ONE SOLIHULL

There's only one Solihull and our social media and digital promotion have played a key role in boosting the profile of our unique town centre. Solihull BID's website is the first and only website showcasing everything our town has to offer and now receives more than **75,000** unique visits and **240,000** page views a year. Local businesses are the heart and soul of the town and we publish over 1,800 social media posts every year promoting our organisations through Twitter, Instagram, Facebook and LinkedIn. And, if that wasn't enough, our quarterly InSolihull magazine has spread the word about Solihull town centre across the entire region, with more than **210,000** magazines printed and **21** issues to date. We are proud of our town and we're not afraid to show it!

With special offers for all Solihull BID businesses and their staff, the BID Card has enabled more than **45,000 employees and 150 businesses to support the local economy**. Regularly voted one of the most valued BID projects, the card is considered an example of best practice nationwide and we are regularly asked to advise other BIDs on design and implementation of loyalty schemes.

ACTIVE COLLABORATION

Whether it's through our community choir or our Business Club, our wide range of businesses have been able to get to know their neighbours through our activities, and by building a united community, we can make a real impact. We are currently working with the local council to provide information to the public on how to help homeless people without encouraging begging, while our Town Hosts and DISC reporting app have played a pivotal role in helping the local policing team reduce crime in the area.

In our nine years, we've proved that a united Solihull is far greater than the sum of its parts. Vote yes this autumn to help compose the next chapter of Solihull's success story.



Solihull BID provides an invaluable link between local businesses and the customers we want to reach. It has created a cohesive space in which we work together to build a town centre that benefits us all. Solihull is a great place to live, socialise and work – and that is very much thanks to Solihull BID and their incredible efforts. Long may it continue!"

JADE LINTON, ASSOCIATE SOLICITOR,
THURSFIELDS SOLICITORS



YOUR **FEEDBACK** OUR SOLUTIONS

Over the past nine years, **Solihull BID** has consistently sought the views of the businesses we serve, ensuring your priorities are our priorities too. Following surveys, consultations, our annual general meetings and more than **15,000 personal visits**, we have taken your feedback and turned it into actionable solutions that benefit everyone in Solihull and generate tangible results for our members.

In November 2018, we sent surveys to all Solihull BID companies. This was the third comprehensive survey of all businesses since 2016. Respondents ranged from start-ups to established businesses and the results have been displayed on our website ever since. Ninety per cent were satisfied with the work of the BID and 88% rated our initiatives as either 'good' or 'excellent'.

Concerns about safety and crime in the area led to our Safe and Secure campaign, which introduced Town Hosts and Evening Guardians to provide a reassuring presence across the town centre. These initiatives have improved

safety throughout the day, boosted the evening economy at night and were rated an average eight out of 10 amongst survey respondents.

Our events programme is another success. Aimed at increasing footfall and consumer spending, our events and festivals have enhanced the town's nationwide reputation as fun and lively place to visit, and achieved a 90% approval rating for the impact they have had on the town centre.

Looking to the future, we approached our members earlier this year to find out exactly what you want from the next five years. Our consultation was promoted in person on the high street with a weekly gazebo and emailed and hand-delivered to all our members. We also opened our doors every Wednesday in April for face to face discussion.

Taking on board your comments, ideas and critiques, we've developed a new business plan that will take the whole business community towards a prosperous future. With your help, we can build a vibrant and thriving Solihull, and we are so excited to work with our members, partners and the people of Solihull over the next five years to fulfil our shared ambitions.

SURVEY RESULTS



WE HAVE SURVEYED ALL SOLIHULL BID COMPANIES THREE TIMES SINCE 2016.

88%

RATE OUR INITIATIVES AS "GOOD" OR "EXCELLENT"



90%

OF BUSINESS OWNERS ARE SATISFIED WITH THE WORK OF THE BID



TOWN HOST AND EVENING GUARDIANS WERE RATED AN AVERAGE

8 out of 10

AMONGST SURVEY RESPONDENTS



OUR EVENTS AND FESTIVALS ACHIEVED A 90% APPROVAL RATING FOR THEIR IMPACT ON THE TOWN CENTRE



AVERAGE RATING FOR IMPORTANCE OF BEING PART OF A WELL CONNECTED BUSINESS COMMUNITY: **7 OUT OF 10**

90%

OF BUSINESSES THINK OUR EVENTS POSITIVELY IMPACT SOLIHULL TOWN CENTRE



THE NEXT FIVE YEARS

In the next five years, we will **build on our strong foundations to achieve remarkable results**. It is a time of change and transformation on the high street, here and throughout the UK, and it's crucial that we work together to face the challenges ahead and fulfil our ambitions for the future. The high street is not dying, it is transforming, and as a business community we must continue to improve visitor experience, reflecting the changing landscape of the retail experience, keeping **Solihull at the top of the game**.

High streets are where commerce and prosperity meet and are a barometer of how the local economy is performing. Nowhere is this more evident than in Solihull town centre. The BID has become part of the local infrastructure and is ideally placed to deliver the changes required for future success. Our interaction with 550+ hereditament businesses in the area enables us to recognise the changes in how business is done – and adapt our project areas accordingly. While other high streets may be struggling, Solihull BID is here to keep our unique town centre alive and thriving.

We will develop and diversify our events and festivals programme by delivering bursts of activity every weekend and raising Solihull's profile as the best place to visit for hospitality and leisure. Together, we can make Solihull the absolute top choice – for leisure time, for work and for investment.

Increased visitor numbers can only be sustained if everyone feels safe and secure, so we will be focussing on this area even more, providing on-the-spot assistance to our retail, hospitality and leisure businesses, and ensuring all workers and visitors feel the benefits of a safe and welcoming environment.



We interact with **80 businesses** everyday

TOGETHER, WE CAN MAKE SOLIHULL THE ABSOLUTE TOP CHOICE – FOR LEISURE TIME, FOR WORK AND FOR INVESTMENT.



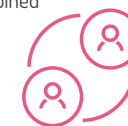
Solihull BID is all about community. It provides opportunities for local businesses, who might not otherwise interact, to network and celebrate success. As a central point of contact for Solihull, the BID enables any business, large or small, to get involved and become an integral part of this busy and vibrant town."

ALASDAIR CLAYDEN, STORE MANAGER, WAITROSE & PARTNERS



We are partnering with Birmingham University on a **long-term project** researching how hospitality businesses can effectively recycle their waste oil

We are reducing youth unemployment by promoting **work placements for young people** in partnership with Solihull College, Prince's Trust and West Midlands Combined Authority



BUSINESS MATTERS

INVESTING UP TO **£167,000** OVER THE NEXT FIVE YEARS IN **BUSINESS MATTERS**


Our business community is the **lifeblood of the town's economy**. Solihull continues to attract an incredible pool of talent and innovation to form one of the most successful business centres in the UK. We are also **home to global brands** such as National Grid, BNP Paribas and Xoserve, all of whom enjoy the benefits of the BID's services.

The BID Card provides special offers within 150 Solihull outlets and our research shows it is one of the most valued services for the office sector. The card is part of all new employee starter packs and helps our workers feel instantly included in the wider business community.

Our research also demonstrates the success of our networking events such as the pub quiz, Sing Solihull Choir and our newly formed BIDBIZ club. Meanwhile, our first BID Expo in March 2019 showcased Solihull businesses to a variety of audiences from far and wide,

“It was an amazing event, we enjoyed every minute. Thank you to everyone at the BID for such a productive day.”

DEBORAH PEPPER,
CENTRE MANAGER, BUPA



and feedback shows that more than 80% of our 500 attendees and exhibitors loved the event. The Expo will now be a regular fixture on our annual events calendar moving into the third BID term.

Widespread promotion will remain a top priority, online and in print. Our social media activity will continue to publicise the news and events of all of our businesses across the web, while InSolihull magazine will take your business news, promotions and advertisements along the Chiltern line from Birmingham to London and back!

We are firmly committed to improving and growing our support for the professional services and office sector, and securing ongoing investment as we move into the future.

“The Solihull BID Expo gave smaller organisations like ours the chance to meet other businesses in a friendly environment, without the pressure often associated with more 'traditional' networking events. Congratulations on an extremely successful event – the BID did an excellent job.”

JONNY ALLBUT,
DIRECTOR OF DIGITAL, WIDER



Feedback shows that more than

80%

loved the event





AWARD WINNING



Solihull BID's Business Matters project won the **Best Business Support Scheme** at the Town and City Management Industry Awards 2019



EVOLVING & INFLUENCING

INVESTING UP TO **£181,500** OVER THE NEXT FIVE YEARS IN **EVOLVING & INFLUENCING**

Research by Dr Giulia Faggio, Senior Lecturer, Department of Economics, City, University of London, shows that **BID areas have outperformed their non-BID counterparts** over the past four years. The amount of businesses and employment numbers grew at a higher rate or decreased at a lower rate in BID areas in comparison to non-BID regions.

At Solihull BID, we work hard to stay at the very top of our field. As place management experts, we work closely with the Association of Town and City Management, British BIDs, BIDs Business, local and central government and the

Institute of Place Management, to make sure we are delivering an optimum service. In addition, Solihull BID is the founder of BID Central, a group of more than 30 regional BID directors who meet regularly to discuss best practice and act as an incubator for new, innovative ideas. We have also been chosen by the Mayor of the West Midlands, Andy Street, to represent all BIDs in the West Midlands Combined Authority area at his business advisory group.

Our involvement in these organisations puts us in prime position to drive forward successful projects, which have a tangible return for our levy payers. By sharing ideas with our BID neighbours, we can make informed decisions, with comprehensive knowledge on what works well – and what to avoid.

The future is bright. Looking forward, we are working with local investors and the local council on impactful legacy projects that will significantly enhance our public environment. With your help, we can continue to lead the way, drive change and create a town centre that shines brighter than any other.



We've enjoyed working with Solihull BID since we became owners of Mell Square in 2013. The team support our retailers and engage the public through well-delivered events which increase footfall in the town centre. Solihull BID is a fantastic asset to Solihull!"

ROB HEMUS
ASSET DIRECTOR, IM PROPERTIES PLC



From my experience in the retail industry, I know how important it is for high streets to be lively places that people want to go to. In the West Midlands we are revitalising our high streets. For example, we recently announced £20 million of our own funding to speed up regeneration of five town centres. The future of the high street is not only about shops, it is about public services, homes, small businesses and activities. We want to lead the way in re-imagining the role of town centres in the digital age, and with a bold housing and regeneration ambition, strong leadership and as the UK home of 5G we are well placed to do so. The role of BIDs within this transformation is critically important."

ANDY STREET CBE
MAYOR OF THE WEST MIDLANDS



THE FUTURE IS BRIGHT. LOOKING FORWARD, WE ARE WORKING WITH LOCAL INVESTORS AND THE LOCAL COUNCIL ON IMPACTFUL LEGACY PROJECTS.



The Solihull BID team are qualified **mental health** first aiders, committed to building healthy communities **free from stigma**

SAFE & SECURE

INVESTING UP TO **£975,000** OVER THE NEXT FIVE YEARS IN **SAFE & SECURE**

Keeping our town centre safe and secure is at the **heart of everything we do**. Feedback from businesses, locals and visitors has given us a clear mandate to prioritise safety and retain our status as one of the safest and most welcoming areas in the UK.

Through your feedback and survey responses, we know how much you value our Town Host team. Affectionately referred to as 'the purple people' thanks to their vibrant attire complete with body-worn cameras, the team has built strong relationships with Solihull's community over the past nine years. They are the eyes and ears of Solihull BID, conducting daily business visits and reporting back to the BID team to make sure we're aware of trends, thoughts and happenings from throughout the town centre. This information helps us modify our approach, addressing issues and adapting projects to meet the changing needs of the community we serve.

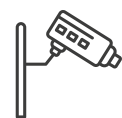


Over the past two years, Solihull BID has been working with partners to address rough sleeping and begging in the town centre. We have developed a flyer to raise awareness of the services available for homeless people, and are



Tailored specifically for our store, the BID's loss-prevention training has massively benefited our team. The trainers were professional, knowledgeable and have since returned to the store to cascade the key messages to our sales advisors. Now we feel confident not only with each other but also in communicating with other nearby businesses to maintain the security of the whole town centre."

ARTI CHAUHAN
SECURITY OFFICER, MARKS & SPENCER



NBCS

We're the first BID in the UK to join the **National Business Crime Solution** giving businesses access to data-based intelligence and alerts when shoplifters are in the vicinity

working with the West Midlands Combined Authority to promote the alternative giving 'Change into Action' scheme, which encourages the public to donate online and through collection points at town centre businesses, with funds raised distributed by Solihull Churches Action on Homelessness. This activity is slowing incidences of begging and we are committed to further partnership work to increase this reduction.

The recruitment of a two further BID Enforcement officers will also act as a robust preventative measure to deter and disrupt criminal and anti-social behaviour, ensuring Solihull remains a safe and secure destination for all.

Communication and information sharing are key to our partnership approach to tackling crime. Solihull BID rolled out the DISC crime reporting platform and smartphone app in October 2018 and it is now used by 115 people across 96 organisations. Moreover, our free stock loss prevention training for retailers and deterrent walkthroughs by Town Hosts have successfully reduced incidences of shoplifting.

Tackling crime, anti-social behaviour and street begging will be a crucial part of our activity for our third BID term. We will expand our Town Host team to include additional crime prevention security officers who are trained to deter crime, anti-social behaviour and aggressive begging. Working closely with our key partners, we will make Solihull as safe and secure as possible.



Solihull BID is an important partner for West Midlands Police, and ensures that those who live, work, socialise or visit our fantastic town centre can do so safely. Both the reassuring presence and tangible activity that they provide to residents, businesses and visitors helps to maintain Solihull as a thriving and vibrant community no matter what time of the day or night that you visit. The varied nature of threat and risk faced in Solihull, as in other areas, continues to evolve, and by working together with Solihull BID, I am confident we can meet those challenges, and I look forward to continuing our on-going relationship over the coming years."

LEE WHARMBY,
CHIEF SUPERINTENDENT,
SOLIHULL POLICE



TOWN HOSTS

98 retailers trained in stock loss prevention

First Aid provided to **260** people

482 'Streetscene' reports to local authority about graffiti, trip hazards and waste

2,070 business visits in past five years

7,055 retail crime deterrent walkthroughs

115 Users in 96 businesses
254 Repeat offenders profiled
471 Incidences reported

41,609 TOTAL NUMBER OF **INTERACTIONS**

BREAKDOWN OF KEY INTERACTIONS:

7,055	DISTRACTION WALKTHROUGHS
4,038	BUSINESS ENGAGEMENT VIA EVENT COLLATERAL
3,766	ADDITIONAL BUSINESS VISITS
2,292	ASSISTING THE PUBLIC
1,618	BID CARD
1,190	HOMELESS & BEGGING
1,105	DISC & FACEWATCH
668	CRIME RELATED INTERACTIONS
654	ANTI-SOCIAL BEHAVIOUR
572	BUSKERS
482	REPORTING ENVIRONMENTAL CRIME AND DEFECT
281	LOSS PREVENTION / DISC / FACEWATCH TRAINING
260	FIRST AID

PROMOTING & ANIMATING



15K

ADDITIONAL VISITORS TO EACH EVENT

programme to develop regular events and activities that attract shoppers, employees and visitors to our vibrant town centre. New avenues to explore include experiential activities and, as children become increasingly involved in family spending and decision-making, we will also focus on child-friendly events including family fun days and sporting activities that get the whole family out and about in Solihull.

We have bold new plans to work with the local authority and key investors to enhance our open spaces and continue to drive footfall into the town. This year, we will complete the first phase of branding for the town centre. Working in partnership with UK Central, we are installing 35 lamppost banners, which welcome visitors to the area and showcase our civic pride for the town. Furthermore, we are improving our measurement of the town's overall footfall, by working with Mell Square and UK Central to install eight new footfall counters, enabling us to work smarter by analysing the flow of footfall and identifying peaks and troughs in our visitor numbers.



INVESTING UP TO **£804,750** OVER THE NEXT FIVE YEARS IN PROMOTING & ANIMATING

UK high streets, towns and cities are changing rapidly, and our ability to adopt new strategies to future-proof our town is critical to our success. **Town centres are the living rooms of the future**, a public realm for families and friends to socialise, work and play together. We must be bold and courageous and embrace these structural changes.

A report by retail research company GlobalData suggests town centre spending is set to increase by 4.9% (£5.3bn) in the next five years. We will embrace this opportunity in our third term by building on our already flourishing

“

Solihull BID has enabled us to get regular PR leads and create local awareness, which has been very beneficial to our business. We love the local BID organised events and festivals which are great fun, always generate local and national media coverage, and drive up footfall in store. The BID is a great business tool and the BID team are great to work with.”

JULIE GILRONAN, EVERYMAN BARBERS



EVENTS WILL DRIVE THE TRANSFORMATION OF THE UK'S TOWN CENTRES – AND SOLIHULL BID IS LEADING THE WAY.



90%

OF BUSINESSES THINK OUR EVENTS POSITIVELY IMPACT SOLIHULL TOWN CENTRE



KEEPING CONNECTED



The Solihull BID Excellence Awards is a must-attend event to celebrate businesses in the area, while the Solihull BID Expo gave us an unparalleled opportunity to build on our business relationships and make new and valuable contacts from across the region."

EDWARD HOLLAND,
GENERAL MANAGER, CROWNE PLAZA



INVESTING UP TO **£546,750** OVER THE NEXT FIVE YEARS IN **KEEPING CONNECTED**

When Solihull BID was first established in 2010, a stronger, more connected business community was a top priority for our members. This ambition has been central to all that we do and, as we near the end of our second BID term, we are immensely proud of our united business community.

Our civic pride shines through our magazine, awards ceremonies, website, app and social media channels. We are proud to share our joint successes and are constantly seeking new ways to foster collaboration.

THE SOLIHULL BID EXCELLENCE AWARDS

The Excellence Awards were set up in 2015 and have seen more than 1,600 people come together to celebrate success in Solihull. An 'Awards for All' initiative, the tickets are subsidised so that those on a tighter budget can attend, the informal dress code embraces all styles, and the inclusive application form ensures a truly level playing field for all to apply and shine.

Through our diverse judging panel representing businesses in all sectors, we ensure that the profile of the awards is raised throughout the wider region. The awards are cost neutral thanks to the support of our sponsors, Solihull College and University Centre, Touchwood Shopping Centre, Phoebus Software, BNP Paribas and Wasps RFC. More than 150 businesses apply for the awards each year showing the level of engagement we have achieved within the business community. The awards will remain a firm fixture on the calendar of events for BID term three, with plans to grow the event to cover additional award sections and make the annual gala even more spectacular.

INSOLIHULL MAGAZINE

Our own magazine, designed and developed in the town, is Solihull's showcase and includes dedicated 'pink' business pages that highlight the very best from our business community. With four issues a year distributed to hotels, train stations, coffee shops and all BID businesses, we now reach 108,000 readers every year.

1,260

business stories in the magazine over the past 5 years



Stands at Birmingham Moor Street, Solihull, Dorridge and Birmingham International VIP lounge



Circa 27,000 readers every issue and approximately 108,000 readers per year



Agreement with Chiltern Mainline to not throw away, meaning three travellers read each copy

10k

printed per issue



The magazine promotes all sectors with dedicated 'pink' business pages



Our Town Hosts have delivered more than 140,000 magazines

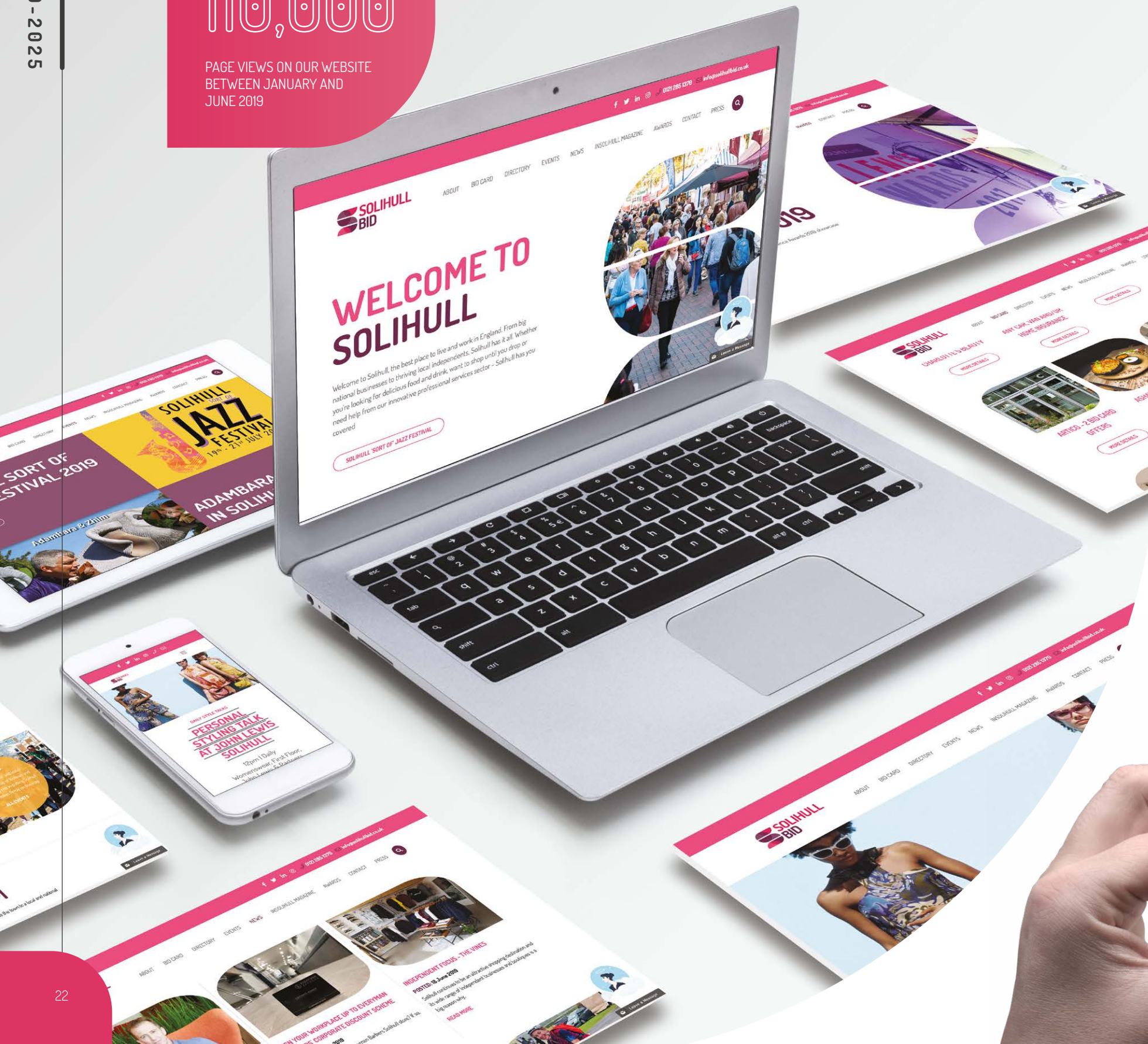


SOLIHULL BID WEBSITE

Ours is the only website promoting everything our town has to offer, from our business success to our innovative events programme. Our dedicated online and digital lead responds to all requests for promotion, making our site a dynamic online promotional tool for all Solihull businesses.

110,000

PAGE VIEWS ON OUR WEBSITE
BETWEEN JANUARY AND
JUNE 2019



SOCIAL MEDIA

With Instagram, Facebook, Twitter and LinkedIn channels, Solihull BID has an active social media presence, which we use to promote local businesses and foster collaboration.

Twitter Facebook LinkedIn Instagram

16,230

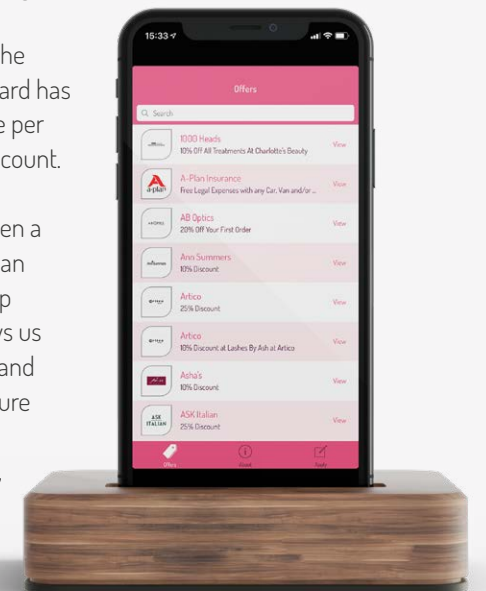
SOCIAL MEDIA FOLLOWERS
(AS OF JUNE 2019)



THE BID CARD

Over the past seven years, we have distributed more than 45,000 BID Cards to those working in the area, and our 'Shop Local' employee engagement initiative has become one of the most successful of its kind in the UK. The card has resulted in an average sales increase of five per cent for the 150 businesses offering the discount.

The recently launched BID Card app has seen a stunning number of sign-ups, and more than **1,000** employees have downloaded the app between January and July 2019. This allows us to measure the success of different offers and navigate shopping trends to inform our future activities. Only valid in Solihull, the BID card makes shopping here the preferred choice, and it remains one of the favourite BID services, ranking in the top three in all our surveys.



THE BID TEAM



MELANIE PALMER
CHIEF EXECUTIVE



JOHN TIMMS
OPERATIONS MANAGER



AMY HUBBARD
MARKETING AND EVENTS MANAGER



STEVEN CONEY
DIGITAL COMMUNICATIONS LEAD



EMMA MONNINGTON
TOWN HOST TEAM LEADER



EMMA TURNBULL
TOWN HOST



JULIE FOX
TOWN HOST



FRANK CATTERMOLLE
TOWN HOST

“

I joined the BID's board in 2018 to become an active part in the future of Solihull Town Centre. Since then I have seen first-hand the work they do in cementing Solihull as a premium location for businesses. As a board member, I joined a forum of Solihull-based business leaders, which promotes the professional services and office sector by funding events such as the BID Business Club and Business Games. The BID is an asset to Solihull and essential to putting the town centre on the map and keeping it there.”

MARK BIRCH
COMMERCIAL INSURANCE CONSULTANT
A-PLAN



KEVIN JOHNS
(CHAIR) DIRECTOR
PRIME ACCOUNTANTS



TONY ELVIN
(DEPUTY CHAIR) GENERAL MANAGER
TOUCHWOOD



KIRSTEN PICKERING
GLOBAL TRANSMISSION
NATIONAL GRID



MARK BIRCH
COMMERCIAL SALES EXECUTIVE
A-PLAN INSURANCE



PERRY WARDLE
ASSISTANT DIRECTOR - GROWTH
& DEVELOPMENT SOLIHULL MBC



LOUISE JONES
HEAD OF NEW HOMES
THURSFIELDS SOLICITORS



LAWRENCE SMITH
THEATRE MANAGER
THE CORE THEATRE



KEVIN CRAWFORD
BUSINESS DEVELOPMENT MANAGER
SKIPTON BUILDING SOCIETY



JAMES NEWLAND
CREATIVE DIRECTOR
WIDER



JAMES DEVLIN
COMMERCIAL OPERATIONS MANAGER
JOHN LEWIS & PARTNERS SOLIHULL



EDWARD HOLLAND
GENERAL MANAGER
CROWNE PLAZA SOLIHULL



COLIN BARNES
CHIEF INSPECTOR
SOLIHULL POLICE



PAUL ROUND
GENERAL MANAGER
MELL SQUARE

“

I see Solihull as a pivotal town within the Midlands, and its success is central to my own as I live, work and raise a family here. Solihull BID is essential to Solihull town centre's commercial progress and continued community improvement. As a board member my ambition is to listen, advise and help serve where required to ensure Solihull continues to thrive and grow.”

JAMES NEWLAND
CREATIVE DIRECTOR
WIDER

THE BOARD

POSITIVE PR

Solihull BID is constantly banging the drum for our town and local businesses. Year on year we have achieved at least **60 pieces of positive PR in the local news**, covering events, projects, awards and offers.

With a direct line to reporters at more than 10 West Midlands media outlets including the Solihull Observer, Solihull Updates, Birmingham Mail, Coventry Telegraph, BirminghamLive, Birmingham Post and TheBusinessDesk.com, we generate PR value worth a combined £80,000 per year for BID Businesses.

Five recruits join Solihull BID team

Town centre recruits 'guardians' to tackle anti-social behaviour

Dining out on the great taste of town's fantastic food festival

Jazz festival swings by town

Anton steps out in style at Fashion Week

Destination Style fashion even set for Touchwood this weekend -

Average PR value

£80,000
per year



PR HIGHLIGHTS IN THE LAST YEAR ALONE INCLUDE:



FOOD & DRINK FESTIVAL



The annual Food & Drink Festival was covered extensively in advance of the weekend and followed up by several articles featuring celebrity chefs who attended.



SOLIHULL FASHION WEEK



Solihull Fashion Week, featuring Anton du Beke, was covered extensively to help raise awareness of the event itself and the retail offer in the town centre.



LR FEST



The BID's celebration of all things Land Rover – LR Fest – was a PR success, receiving coverage in a wide variety of media such as the Coventry Telegraph, BirminghamLive and the Birmingham Post, which gave the festival a full-page in its print edition.



SOLIHULL BID EXCELLENCE AWARDS



The annual Solihull BID Excellence Awards received strong coverage in consumer and B2B titles in print and online. Coverage was spread across the year; from entry invitations through to shortlist and winners.

THE BID HAS ALSO GENERATED EXTENSIVE COVERAGE FOR:

AN EVENING WITH PHIL TUFFNELL
THE ANNUAL JAZZ FESTIVAL
THE BIG SLEUTH BEARS
SOLIHULL BID EXPO

BUDGET AND GOVERNANCE

SOLIHULL BID LEVY RULES

1. The BID levy rate will be charged at 1.3% of the rateable value as at 1st July 2020 based on the 2017 rating list.
2. For each subsequent chargeable year (1st August to 31st July), the levy will be charged as at 1st July each year based on the 2017 rating list values at that time.
3. The levy will be charged annually in advance for each chargeable period starting on 1st August 2020. No refunds will be provided except in the event of incorrect overpayment.
4. All new hereditaments entering the rating list after 1st July 2020 will be charged on the prevailing values and will be liable from the point of entry on to the rating list.
5. The BID levy may increase by an annual inflationary factor of up to 2% (i.e. the levy may increase to 1.326% from year 2, 1.352% from year 3 and so on). It will be at the Board's discretion whether to apply the inflation factor each year.
6. The BID levy will be applied to all businesses within the defined area with a rateable value £10,000 and above, provided they are listed on the rating list.
7. If, during the term, the rateable value assigned to a hereditament falls below £10,000 for whatever reason, the hereditament will be exempt from the levy from the next chargeable period.
8. If, during the term, a rateable value has an increase thereby falling above the £10,000 threshold, the hereditament will be liable for the levy from the next chargeable period.

9. All non-retail and non-commercial charities within the BID area will be exempt from the BID levy.
10. All schools within the BID area will be exempt from the BID levy.
11. For vacant premises, the eligible ratepayer, which may be the owner, will be liable for payment of the levy with no void period.
12. VAT will not be charged on the BID levy.
13. The term of the BID will be five years from 1st August 2020 – 31st July 2025.

THE BALLOT

Solihull MBC will be running the ballot, and will send those responsible for properties or hereditaments, subject to the BID, a ballot paper before 3rd October 2019. Prior to this date, Solihull BID will have completed a canvass process to identify a voter list in collaboration with Solihull Metropolitan Borough Council (SMBC) which will be used for the purposes of the ballot. Each property or hereditament subject to the BID will receive a notice of ballot by 18th September 2019 and will be entitled to one vote. The ballot will commence on 3rd October 2019 and close at 5pm on 31st October 2019. Ballot papers received after 5pm on 31st October 2019 will not be counted.

BUDGET AND GOVERNANCE

In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are: (a) of those ballots returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against. The result of the ballot will be announced on Friday 1st November 2019. If successful the Renewal BID will commence delivery of services on 1st August 2020, following on from the expiry of the current BID term, until 31st July 2025.

GOVERNANCE

Solihull BID is managed by Solihull BID Company Limited, a not for profit organisation, limited by guarantee. The Board will be made up of representatives of levy paying businesses who will be elected annually. Additional members may be co-opted, as required. Nominated representatives from SMBC and West Midlands Police will not be subject to the annual election process. Each year, the Board members will elect a Chair and Vice Chair from its private sector members. The Board will continue as a nominated body and will include all Directors of the Company. It will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance and strategic direction.

Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals would require an alteration ballot.



An Operating Agreement, which includes the Council's baseline service statement, will be in place by commencement of the new BID term. Notice of the intention to hold a ballot was given to the Secretary of State.

The Company will provide copies of statutory accounts and financial statements to the Billing Authority annually. The Company will provide financial monitoring reports to the Billing Authority on a quarterly basis and meet with them to discuss levy collection and financial management issues.

DEFINITIONS

For the purposes of definition, the term 'Renewal' used on the front cover and elsewhere, regarding the Solihull BID means replacement of the existing BID at the end of its current term (July 2020) with a new arrangement covering the same area illustrated by the 'BID Area' map (page 27 opposite) and which will be subject to the rules and arrangements herein.





**RATEABLE
VALUE EXAMPLE
CALCULATOR**

RATEABLE VALUE	ANNUAL BID LEVY (1.3%)	COST PER MONTH
£10,000	£130	£10.83
£20,000	£260	£21.66
£40,000	£520	£43.33
£80,000	£1,040	£86.66
£120,000	£1,560	£130.00

THE PROPOSED BUDGET*

BUDGET FORECAST	YEAR 1 2020	YEAR 2 2021	YEAR 3 2022	YEAR 4 2023	YEAR 5 2024	TOTAL
INCOME						
Levy	641,407.00	641,407.00	641,407.00	641,407.00	641,407.00	3,207,035.00
Additional Income	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	150,000.00
Total Income	671,407.00	671,407.00	671,407.00	671,407.00	671,407.00	3,357,035.00
EXPENDITURE						
Operating Costs	136,407.00	136,407.00	136,407.00	136,407.00	136,407.00	682,035.00
Project Costs	535,000.00	535,000.00	535,000.00	535,000.00	535,000.00	2,675,000.00
Total Expenditure	671,407.00	671,407.00	671,407.00	671,407.00	671,407.00	3,357,035.00
Surplus brought forward from BID2						20,000.00

- Collection figures based on historical evidence of 97% collection rate.
- All project costs have a built in contingency surplus plan.
- An inflationary increase of 2% may be applied from year 2 at the discretion of the Solihull BID Board.
- Details on the separate project costs are featured within the project strand pages of this document.
- The collection fee paid to SMBC is £16,000.00 per annum and included within the operating costs.



WHY SHOULD YOU VOTE YES

All BIDs have a tenure of five years in which to achieve the targets and goals set by our businesses. **This October, you have the chance to vote** on whether Solihull BID continues for a third term from 2020 to 2025.

WITHOUT A MAJORITY **YES** VOTE

We would lose the connected, collaborative business community that we have all worked so hard to build, and the incredible benefits this has brought to the whole town. The current BID term would come to an end on 31st July 2020, resulting in:

- ✗ **NO** Town Hosts or Evening Guardians keeping the town centre safe
- ✗ **NO** BID Card
- ✗ **NO** stock-loss training, DISC reporting or liaison with local authorities to voice your concerns and reduce crime
- ✗ **NO** joined up support scheme to manage rough sleeping, begging and busking
- ✗ **NO** instant reporting of graffiti and environmental waste
- ✗ **NO** town centre branding and animation of public spaces
- ✗ **NO** voice for Solihull businesses in local, regional and national policy and governance
- ✗ **NO** dedicated Solihull website or social media feeds promoting our town centre and our businesses
- ✗ **NO** InSolihull magazine
- ✗ **NO** Solihull Excellence Awards
- ✗ **NO** BID Business Expo
- ✗ **NO** BID business club or related networking events
- ✗ **NO** events programme, including the Food Festival, Jazz Festival and the Festive Feast market
- ✗ **NO** Christmas lights across the whole town centre
- ✗ **NO** BID-funded day time security officers

HOWEVER, WITH A MAJORITY **YES** VOTE, NOT ONLY CAN WE MAINTAIN OUR THRIVING BUSINESS NETWORK AND WIDE RANGE OF SUCCESSFUL SERVICES, WE CAN CONTINUE TO IMPROVE AND DEVELOP SOLIHULL TOWN CENTRE TO ACHIEVE ITS EXCITING AND DYNAMIC POTENTIAL.

PLEASE TURN OVER TO FIND OUT HOW YOU CAN VOTE YES THIS OCTOBER.



EVERY **VOTE** MAKES A DIFFERENCE

The Solihull BID 3 postal ballot will open for votes on 3rd October 2019 and close at 5pm on 31st October 2019. Ballot papers received after 5pm on 31st October 2019 will not be counted.

CASTING YOUR VOTE COULDN'T BE EASIER

The ballot will be independently managed by the legal ballot holder, Solihull Metropolitan Borough Council.

TIMETABLE

BY 18TH SEPTEMBER 2019: NOTICE OF BALLOTS RECEIVED

BY 3RD OCTOBER 2019: BALLOT PAPERS RECEIVED

31ST OCTOBER 2019: BALLOT CLOSING DATE

ANNOUNCING THE RESULT

The result of the ballot will be announced on Friday 1st November 2019. If successful, the new BID term will continue delivery of services on 1st August 2020 – following the expiry of the current BID term.

HOW WILL THE VOTE BE DECIDED?

The BID Renewal Proposal for 2020 to 2025 will be approved if two independent criteria are met:

- The majority of those voting in the ballot are in favour
- The total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against



USE YOUR
VOTE!

3RD OCTOBER –
31ST OCTOBER 2019

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