

**SOLIHULL
BiD**

BiD4

2025 - 2030



Building a safer, stronger
Town Centre for all.

solihullbid.co.uk f in X @ @solihullbid

Solihull BiD is a not-for-profit organisation, with a voluntary board of directors representative of the town's businesses. Under Government legislation to continue our work we are required to run a renewal ballot. Prior to the ballot in September, we are gathering the views of the business community, which will inform our 2025-2030 business plan enabling us to move forward together into BiD4.

Since 2020 Solihull BiD has been working tirelessly to deliver the business projects set out in our BiD3 business plan. We have worked through some of the most difficult times any of us have encountered with COVID and the knock-on crippling effects to the economy, but with our ability to respond dynamically to negative impacts we have remained solidly by the side of our Solihull businesses.

Solihull BiD is ambitious for the future town centre, and our BiD4 term. We will collaborate and bring together your views to shape our plans. To ensure we have the required funds to deliver successful projects and taking into considerations the 2023 rates review we propose to increase the rate from 1.39% to 1.75%.

As we approach our new term, BiD4, it's time to share our proposals for the future, and with your help we can shape these ideas to grow Solihull's town centre economy and further strengthen the business community for an even brighter visionary future together.

Your business. Your views. Your future BiD.

What we delivered in BiD3 & continued proposals for BiD4

● Safe and Secure

The Safe and Secure project is a major part of our services to Solihull, keeping our business employees and visitors safe is essential to retaining a successful town centre. Our partnership working has continued to grow with organisations such as the local Police, business stock loss prevention teams, and national crime reduction partners. This year, moving towards BiD4 we are launching our mentoring programme to create student ambassadors from Solihull College within our ASB reductions project. We are also working with the pastoral care staff at all local secondary schools to manage ASB at key points throughout the day and in hot spot areas to deter nuisance crime. We are launching our new people focused projects, Safe Space, Women's safety charter, Hollie Guard app, and will now manage and develop the Pub Watch organisation and retail crime prevention group.

● Evolving and influencing

- Place shaping

We collaborate with the town's key partners and senior leadership teams to advocate developments that support a functional town centre, benefiting all who come to work, visit, and trade. We have achieved our third term goals with projects such as the installation of sensory planting, seating hubs, picnic benches, window vinyls, and children's play area. We have become the major voice piece for town centre businesses, collaborating with key organisations to deliver transformative projects. Our latest initiative to raise funds for new Christmas lights was successful in 2023 generating a £200k investment enabling BiD to install new lights to highlight Solihull at its best to festive shoppers and workers. We are the essential conduit to keep our levy payers informed of the changes that are coming and the exciting transformation we expect.

1,162,000

Numbers of visitors who have come to events: Since 2021 when events restarted, we've had 1,162,000 extra visitors in the town centre during events.

27,137

Security warden incidents and visits: 27,137 Visits / Engagements / Walkthroughs of businesses, total stolen goods Total stock returned value is £157,502.

£237,172

Additional income raised



- **Business Matters** – The business community connecting our vibrant office sector.

We have achieved great strengths in linking our incredible pool of talent and innovation in the professional services and office sector, through our networking events and initiatives. We will act upon the success of the well-loved BID Card as its popularity continues to grow, increase our fun pub quizzes and community events to strengthen business collaboration, adapt our business expos that have showcased Solihull to a wider audience, and expand our excellence awards to provide a platform for our talented workers and businesses to shout about their achievement.

We are growing our impact and offer for this sector moving into BID4, developing a comprehensive programme of wellbeing support events and training. We acknowledge the importance of employee engagement and responded by enabling free workshops and training opportunities for the office and professional services sector, including the launch of a new young professional's club, and the LGBTQ+ networking event.

- **Keeping Connected** – The Solihull success story – marketing and communicating

Over the past 4 years we have continued to celebrate and publicise the unique brand of Solihull to the wider region, through multimedia platforms. The InSolihull Magazine has undergone a refresh and is now distributed at stands within multiple stations along the Chiltern mainline, mailed to Solihull postcodes and hand delivered to the town centre businesses. Our aim will be to increase the reach of our stands in other public facing arenas. The newly launched VIP Platinum Card has enabled us to connect and engage with the public, creating loyalty and positive place association. Our campaigns such as the Dog Friendly Town, Kids Club, and Solihull Nights ensure the 'something for everyone' offer is robustly marketed to our diverse demographic. BID4 will see us develop the social media channels and associated marketing opportunities as we maintain ahead of the curve on the ever-changing digital landscape.

- **Animating** – Solihull Celebrates.

The events and festivals deliver a vibrant boost to the High Street, attracting visitors and enhancing the workplace for employees. We will strengthen our programme of festivals further moving into BID4, with a brand-new Music Festival, Family Festival and Solihull Pride, to add to our existing key landmark events along with the associated additionality such as the family trails, competitions, and employee vouchers. We recognise the increased sales and marketing opportunities during our festival periods too and our aim will be to grow the opportunities for everyone to benefit whilst celebrating our business community and townscape.



What we delivered in BID3 & continued proposals for BID4

For the past four years Solihull Business Improvement District (BID) has delivered a comprehensive business plan, resulting in a safer town centre with a reduction in crime, increased footfall and sales, innovative place shaping projects, collaborative employee benefit schemes, and a strengthened

multimedia platform of marketing, and much more. In July 2025, our third BID term comes to an end and following a successful ballot the new BID4 term will commence on the 1st of August 2025 and will run until July 2030.

This is your opportunity to share your priorities for the town centre, whatever your goals are for the future, we will make sure they are our goals too.

Please fill in the short survey to help us tailor BID4 to your needs, we look forward to hearing from you.



Full Name

Job title

Email

Address

*Address you wish the ballot paper to be sent to? Please consider your working from home arrangements when adding the business address. Ballot papers must be postal and cannot be emailed.

Your Availability

*Please share some dates that you are available to have a coffee meeting with representatives from the BID team to share your thoughts and ideas.

Business

Mobile phone

Are you the registered voter for your business?

Yes

No

Will you be voting yes for BID4?

Yes

No

Proposed BID Terms:

Safe and Secure project - keeping our town centre a safe destination and environment for all.

Place Shaping - providing the voice for our businesses through the town centre masterplan developments, collaborating and guiding key partners along the way.

The Business Community - connecting our vibrant office and services sector.

The Solihull success story - marketing and communicating.

Animating - Solihull celebrates- festivals and events.

Please add your thoughts to our proposed business strands for BID4, add a short summary of your thoughts and ideas for us to deliver in our new BID term.

*Please continue on the separate sheet attached
