

BID4



Building a safer, stronger
Town Centre for all.

Vote Yes

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Hello, welcome

solihullbid.co.uk



Kevin Johns

Director, Prime Accountants
Chairman, Solihull BID

The past few years have posed some of the greatest challenges of our times. Yet where many high streets faded away, Solihull BID drew on our dynamic resilience to ensure an incredible recovery for our town centre.

Innovation is the beating heart of Solihull BID, a fact which shone through in how we've adapted during this period of rapid change. In the face of restriction, we found new and brave ways to keep people safe and connected, support our business community, and strengthen our centre for the brighter days to come.

With both cohesion and support, Solihull BID and our diverse network form a strong business community that's far greater than the sum of its parts. Only through this innovative

collaboration could we achieve the town centre we have today – not only a thriving hub for local retailers, employers and residents, but also a vibrant destination welcoming visitors from far and wide.

Looking to the future, we see a plethora of opportunities to continue developing our business environment over the next five years. We will continue to foster a vibrant creative scene through festivals and events, and our expert support will help businesses reap the benefits of our thriving community. As the Chairman of the BID, I am proud of the resilience and innovation that defines Solihull BID. The continuation of this progress relies on your support. Your Yes vote will ensure the BID's existence and enable us to build on our successes for the years to come.

Tony Elvin

General Manager,
Touchwood
Vice Chairman, Solihull BID

Despite town centre prosperity across the Midlands falling behind the rest of the UK, Solihull has stood out from the crowd, proving to be one of the most resilient and successful post-pandemic town centres in the country. This is no coincidence.

As a destination, we are cohesive, engaged, forward thinking and outward looking. Partners and stakeholders across Solihull work closely together, bound by the glue that is Solihull BID. Collectively, we canvass feedback to better understand the needs of our local community. By listening to these local stakeholders, the BID has been able to constantly evolve to meet the changing needs of levy payers and those visiting the town.



Melanie Palmer

Chief Executive, Solihull BID

Solihull BID has been my working home and family since 2010, and I am thrilled to continue to be a part of its success story as we move towards our fourth term in 2025.

The third term has been one like no other, in which the BID's ability to flex and react dynamically to the unimaginable impact of COVID-19 shone through at a time when we all needed each other. Our place management skills were certainly put to the test and your feedback gave us a clear mandate that BID support was an essential part of recovery.

Our towns and high streets are the place where commerce and prosperity meet. Solihull BID act as the conduit for all sectors to come together with a purpose and ensure that

we are ahead of the curve with innovative projects to ensure future success.

This BID4 Business Plan outlines our robust pathway into the future. We will continue to connect our spaces, protect our people and businesses, and collaborate with all partners to deliver a stronger, safer environment for business and people to flourish. With your Yes vote, Solihull BID will remain by your side, ringfencing your funds to enable a brighter, safer future, bespoke to your goals.

We have increased town centre events and introduced a greater security presence to ensure a safe and relaxing environment, giving visitors confidence to spend more time here, whilst providing support to stores suffering from shoplifting and anti-social behaviour. In keeping with our collaborative approach, the local police have also increased resources and we've worked with local schools and colleges successfully to reduce anti-social behaviour.

From my perspective, a successful re-election of the Solihull BID for a fourth term is essential if we want to preserve the continued growth and prosperity of our town centre.

14 years – and beyond

Since businesses voted to establish Solihull BID in 2010, we have been sculpting a dynamic and thriving centre town for businesses, residents and visitors. We have reduced crime and improved safety and security, whilst increasing footfall and visitors to our vibrant town – not to mention designing and delivering a stunning calendar of free events!

Over this period of rapid change, we have maintained stability and safety whilst evolving to meet the needs of the business community. When the pandemic hit, we're proud of the way Solihull BID rose to the challenge, supporting the health and safety of everyone in the region whilst sustaining local business and economy through the most trying of times.

By listening to the people and businesses of Solihull, we drive forward success, designing and tailoring every project to meet your needs. Engaging and collaborating with Solihull's core pillars, from the local council and police services to charities and social care, we deliver bold, cohesive solutions that benefit businesses and beyond.

Whether we're animating the streets with our free cultural festivals or supporting Solihull's most vulnerable through our Safe Space scheme – we are shaping a vibrant and positive future. We can't wait to share it with you.

Vote Yes.

The exemplar BID

Led by Melanie Palmer, also Regional Director of the Association of Town and City Management (ATCM) and Chair of BID Central, Solihull BID is seen as the exemplar, not only in the region but across the UK.

Accredited by the Institute of Place Management, Solihull BID is part of a diverse network of partners and projects that enable us to learn from others, share best practice and generate fresh ideas. With your support and ambition, you can help us maintain our position and reach for new, exciting heights.

Introdu

Vote YES to BID4

In the next five years, we will build on the robust foundations already created to drive visible innovation throughout Solihull town centre. With your vote, we can continue to evolve and improve, growing the local economy and keeping Solihull ahead of the competition and at the forefront of success.

Vote Yes.



uction

“ I’ve valued the BID’s commitment to enhancing Solihull, whether that’s through festivals, markets, or the BID awards. Their invaluable support throughout my time working here has truly made a positive impact.

Damien Pugh,
Store Manager, Holland & Barrett
Solihull





Recovery to reinvent

If these past years have taught us the reality of crisis, they have also highlighted our ability and resilience.



vention

Supporting Solihull through the pandemic

When COVID-19 struck, Solihull BID rose to the challenge, drawing on our extensive expertise to keep our town safe and clean, supporting businesses and services that had to remain open, and reimagining our town centre as an outdoor haven for residents and visitors alike.

Safe and secure

We kept businesses, staff and the public safe and secure by providing free security checks for vacant offices and buildings during lockdown, and offering free and widely accessible hand sanitiser and face masks to staff, residents and visitors.

We're also proud of the selection of free online

courses we developed for those on furlough or working from home. From training programmes for those looking to upskill or diversify their skillset, to wellbeing workshops to keep everyone feeling good during this difficult time, we helped Solihull prepare for a brighter future after lockdown.



Your views on Bid4

To ensure the plans for our fourth term reflects the goals of our businesses, we have carried out comprehensive consultation with everyone involved. This includes:

01 Consultation: Our official consultation document went live at the start of February 2024. A hard copy has been hand-delivered to every single business in the BID area, emailed to all levy payers, and published online.

02 Visits to businesses: Our CEO Melanie Palmer, Vice Chair Tony Elvin and members of our BID Board have visited businesses on a one-to-one basis, hearing first hand feedback on the BID's performance so far – and how we can best support you in future.

Keeping Solihull thriving

While many high streets fell into silence, we kept up spirits and engagement by maintaining a safe and lively town centre.

To help everyone enjoy their town centre safely, we designed and installed:

A new children's play area with a fun farmyard theme.

Sensory seating hubs with flowers and plants, a space for visitors, residents and workers to relax.

Chalets and benches to enable and encourage safe outdoor activities.

Humorous floor stickers – some to direct people safely while keeping spirits up, others to guide children around fun activities throughout the town centre.

Your goals are our goals

As a BID business, you are at the core of everything we do. Your goals are our goals and through continuous engagement, we ensure all our work goes towards achieving these bold ambitions.

Our team meets every day to discuss how we meet your needs – and how we can do even better. We proactively pursue, log and discuss every piece of feedback we receive, whether that's through our online feedback portal, ongoing surveys or verbal and written channels. We regularly visit businesses to explore how we can serve you best, generate fresh ideas and stay attuned to the ever-evolving business climate in Solihull.

Vote YES to BID4

No one knows exactly what the future holds, but with Solihull BID, you can be sure that your business and town centre are in safe hands. Whatever comes our way, we work every day to help you achieve your goals and keep Solihull at the forefront of success.

Vote Yes.



03 Survey: Our four page survey document allowed us to receive feedback from businesses and whether they wished to see the BID here for a new term from 2025–2030. The results from those responding was a 99% YES vote!

04 AGM: Our AGM in June 2024 will incorporate a wide range of activities and opportunities to voice your views, ideas and key areas for development as we progress toward the future.

05 Contact us: We are always available to contact with feedback and questions, or to set up a meeting in person. We action and respond to all queries within 48 hours. Please email melanie@solihullbid.co.uk

Visit solihullbid.co.uk/contact-us/



Our plan

Our plan is tailored to the strands we know benefit Solihull businesses most. We will build on these elements to deliver our most successful BID term yet.



for BID4

“ The events are great value for town centre businesses. We regularly get involved with the trails and the street food market on the High Street attracts lots of people. All of my staff loved it.

Lesley, Manager, The Works



Vote BID4

A culture of innovation

First established in 2010, Solihull BID has driven dynamic change throughout the town centre, reducing crime, improving safety and security, and developing an innovative business culture.

It has been a time of evolution, journeying through political turmoil, economic hardship and even a global pandemic – yet with Solihull BID’s help, our town has gone from strength to strength.

As a business-funded not-for-profit organisation, we are in the unique position to access and influence key public

bodies and services, whilst remaining independent to act only in your best interests. Resilient in the face of change, we flex to meet evolving goals, and are proud to lead the way for BIDs nationwide.

But for our work to continue, we need your vote.

Vote Yes.

11,491

one-to-one visits from our Business Hosts to our town centre businesses since 2020

BID4 business plan

This business plan showcases our strategy for the next BID term. Designed with your needs and ambitions at its core, our plan demonstrates our priorities for the next five years in order to support you – our valued BID businesses – in the best way possible.

Our plan is tailored to the five strands we know benefit Solihull businesses most and on which we will build to deliver our most successful BID term yet.

01 Business matters – page [16]

Our business community is the beating heart of Solihull’s economy. Now with a dedicated Professional Services and Office Sector (PSOS) Champion, we will ensure our business community continues to prosper.

The new dedicated Business Host is in addition to all the other aspects of our support to this important sector.

02 Safe and secure – page [20]

Building on our proven track record of reducing crime and improving security across the town centre, we will continue to develop and deliver projects that protect the people and businesses of Solihull and provide support to those who need us most.

“ The Solihull BID team is an integral part of everything we do in Solihull town centre. I am a real advocate of the projects they stand for, the business connections they have helped to create, and most importantly the growth of tourism and revenue for local and independent businesses.

One of the key factors to consider with increasing footfall to the town is how safe and secure people and businesses feel. Solihull BID is a crucial part of this, particularly the Street Wardens. They are an incredibly reassuring presence to visitors, locals and businesses, ensuring Solihull remains a safe and welcoming place to work and visit. At John Lewis, we have truly appreciated this support as unfortunately retail crime has increased. However, the assistance provided by the team in identifying criminals, deterring potential theft and recovering stolen property has minimised that risk

and provided an encouraging presence to Partners and our security team – often on a daily basis.

The Solihull BID team have been instrumental in advocating for positive changes to town centre dwell spaces, family friendly entertainment, and helping businesses to reach a much wider audience. Attracting visitors from change further afield to truly inspire people to visit our town and access our fantastic range of retailers and traders. The team are fantastic at communicating and connecting businesses and there is a real sense of community.

The BID card, Platinum VIP card and VIP Kids Club additions have further enhanced the town centre as an attractive and exciting place to shop, dine and work creating lifelong connections and customer loyalty. I am very grateful for the work Solihull BID continues to deliver.



Neil Churchard
Brand Experience Manager
John Lewis & Partners
Solihull



03 Place shaping – page [26]

Accredited by the Institute of Place Management, we will continue to act as conduit between our businesses, the local authority and key partners to ensure redevelopment prioritises business needs, protects our business environment, and reflects the ambitions of those living and working in Solihull.

04 A showcase for Solihull – page [30]

We are proud of our town and take every opportunity to showcase its wide-ranging attractions and achievements. From our buzzing social media channels to national news outreach, we will continue to promote Solihull in all its glory – attracting custom, talent and recognition from across the UK.

05 Solihull Festivals – page [36]

Central to our work since our very first term, our calendar of free festivals and events is now a cornerstone of Solihull life. The next five years will see an even more jam-packed programme for the whole family, showcasing the very best in local culture and entertainment, attracting visitors from the UK and beyond.



Business

Our business community is the beating heart of Solihull's economy. We help businesses of all sizes to fulfil ambitions brave and bold, attract and retain the UK's best talent, and connect with key stakeholders and collaborators to build strong and vibrant networks.

Home to global brands such as npower, BNP Paribas and Paragon, we represent two square miles of some of the UK's most successful business – and we're only getting stronger



matters

💬 We wanted to say thank you to the BID team for organising and hosting networking events like the Solihull BID Pub Quiz. My team and I absolutely love them!

Laura, Network Manager, HSBC



“ I’m delighted to have joined Solihull BID to help champion the innovative Professional Service and Office Sector (PSOS) we have in the town centre.

Amanda Burke
Business Host and PSOS Champion

Professional Services Champion

Our businesses are our priority and we’re constantly seeking new ways to engage with businesses and improve our offer.

Our new dedicated, full-time Professional Services and Office Sector (PSOS) Champion will help us fulfil this goal and more. An expert in collaborating with professional services staff at all levels, our Champion will work closely with the business community to make sure each and every voice is heard.

From generating ideas for networking events, to improving your recruitment processes, our Champion will work directly with your business to find effective solutions and maximise Solihull BID’s support. Always on hand to discuss your needs, the Champion will provide an easy and accessible link to ensure you’re getting the very best return on your investment.



Employee satisfaction

Supporting employee satisfaction and retention, Solihull BID and the community it represents also help attract top talent from across the UK to Solihull and your business.

BID card

Our BID card provides special offers and deals at more than 150 local shops, restaurants and entertainment venues. Free to all employees of BID businesses, the BID card welcomes new staff into a thriving network of professionals across Solihull, all while driving custom toward BID retailers and venues.

We know from your feedback how valued the BID card is to staff and businesses alike. Card holders can also access a wide range of free benefits from professional headshots to restaurant vouchers via our Lucky Lunch Lotto!

Vote YES to BID4

We work by your side to provide support, community and expertise, advocating for your needs and building a town where your business will flourish. But without your vote, this innovative partnership will come to an end.

For your business, for your staff, for your Solihull.

Vote Yes.

Networking and social events

We engage and support your staff with a wide-ranging programme of networking and social events, building a sense of community while helping your staff (and your business) make the most of Solihull BID.

This year saw the first annual Solihull Business Festival, a showcase and celebration of this visionary sector and its talented staff. Endorsed by the Mayor of the West Midlands, Andy Street, we hosted a recruitment tent, training sessions and NetWALKING tours, alongside a wealth of wellbeing activities like yoga classes – and, of course, our famous pub quiz and end of week party!

Read all about it!

Produced quarterly, Solihull BID's *InSolihull* magazine has proven a great tool for our businesses. Whether you're looking to advertise, promote a new service or showcase your staff achievements, our magazine engages new audiences and expands your reach – across the town centre but also up and down the Chiltern Trains mainline.

We are also active on social media, promoting news, events, offers and more from the whole BID community.

Find out more on page 30 – A showcase for Solihull.





Safe and

Safety and security are the top priorities for our members – so they're the top priorities for us.



secure

“ We find the Solihull BID security to be very proactive in responding to calls. They visit the store regularly to make sure the store and staff are all good.

Joyce, Supervisor, HMV

The foundation of success

solihullbid.co.uk

We have a proven track record of reducing crime, and by keeping our town centre safe, we actively maintain the strong foundation on which all success is built.

We will therefore maintain this focus and investment in Solihull's safety, continuing our effective programmes whilst developing new projects and collaborations to address emerging security challenges.

We support Solihull's zero tolerance policy for all criminal behaviour. Our relationships with the policing teams and local authority have never been stronger and through these innovative partnerships, we ensure the needs of the business community are at the forefront of Solihull's security.



Clare
Sales
F Hinds



The Solihull BID security pop into store to see if everything is ok. They are proactive and a really welcome presence on the town."

A wider impact

As we progress into our fourth term, we are building on this foundation to broaden our impact and respond to new challenges. We take an active role in designing, funding and managing a variety of projects that help make Solihull a safe and secure town where business can thrive.

01 Crime and security

Security wardens: We provide two full-time security wardens to patrol the town centre, effectively deterring, disrupting and preventing criminal activity.

DISC App: We fund and manage the DISC crime reporting app, which provides a fast and easy way for businesses to report crime and alert fellow organisations when criminal activity is in the area.

Police Beat Surgery: We connect businesses with Solihull's Police Beat Surgery to report crime levels, incidents and risk, ensuring the security needs of Solihull's business community are heard and addressed.

02 Safety at all hours

Pub Watch: We support Solihull's night-time economy by leading on the town centre's Pub Watch group, helping secure venues like pubs and clubs and their surrounding areas. We have secured funding from the West Midlands Combined Authority to purchase personal safety alarms for our hospitality and retail late night workers and also to provide ten new bleed kits to the town centre venues as an additional life saving tool.

Personal safety: We fund several schemes to help members of the public stay safe when out in the evening. From the Hollie Guard App which enables people to track journeys, contact urgent help and raise the alarm safely, to the Ask Angela and Ask Clive campaigns, we help everyone stay safe and enjoy night life in Solihull.



Richard Harris
Chief Superintendent
Solihull Local Policing Area (LPA)



Solihull BID is an important partner for West Midlands Police, ensuring that those who live, work and/or socialise in our fantastic town centre can do so safely.

Both the reassuring presence and tangible activity the BID provides 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. I look forward to continuing our ongoing relationship over the coming years."

Vote **YES** to BID4

Our innovative projects and programmes tackle the specific issues Solihull faces and our wide-ranging work is proven to reduce crime, improve safety and maintain a solid foundation for business to thrive. But we need your vote to continue keeping Solihull one of the safest town centres in the UK.

Vote Yes.

03 Safety for everyone

Safe Space: Our Safe Space scheme supports vulnerable people to identify and access the help they need as soon as possible.

We have also become a Corporate Ambassador of the Hollie Gazzard Trust and are promoting their free Hollie Guard app, which includes safety tools for our Evening Economy businesses.

Equality and diversity: All members of the BID team are fully trained in equality and diversity best practice, ensuring we are up to date with risks to inclusion and can support the business community to adhere to the highest standards of inclusive practice.

04 Supporting those in need

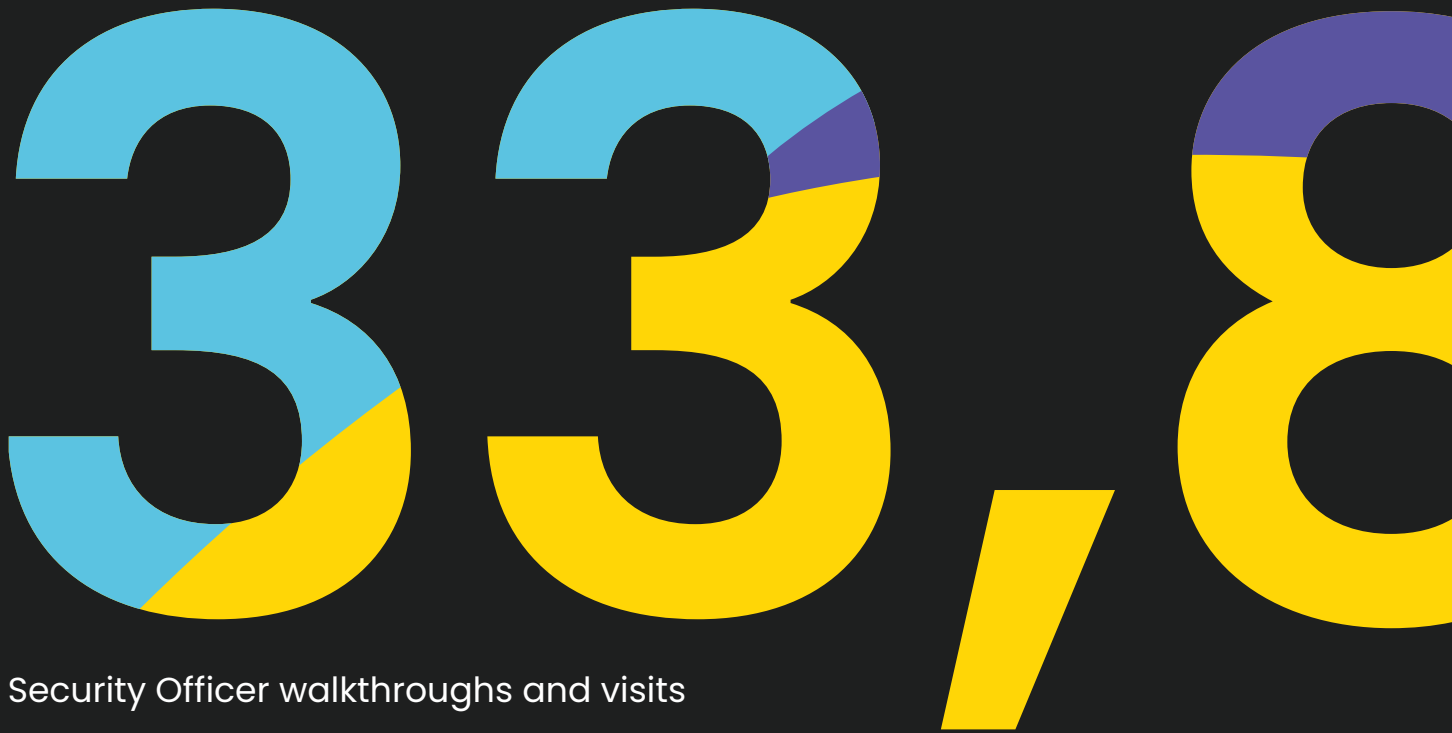
Change Into Action: We work with charities and support services to fundraise for the homeless and those at risk of homelessness, whilst encouraging and assisting businesses and the public to donate to specialist organisations that make a real difference in Solihull.

We organise the annual Jingle Bell Jog in the town centre which brings hundreds of fundraising families into Solihull each December. Through the three Jingle Bell Jogs to date, we have raised and donated £6,668 to Change Into Action.

05 Specialist projects

Counter terrorism: We work closely and collaboratively with Solihull's Counter Terrorism Unit, raising awareness by distributing educational materials, and signposting to critical training to keep businesses and the town centre safe.

College Ambassador programme: We have partnered with Solihull College to develop the College Ambassador programme. Young people studying for their A Level in Public Services volunteer to patrol the town centre with our wardens and local policing team, demonstrating how young people are invested in town safety and offering valuable contributions to how we safely and effectively tackle crime among younger age groups.



Security Officer walkthroughs and visits

832

reports added to the Solihull BID Disc system.

59

active Retail Radio Link users, giving businesses an instant communication route to BID Security Officers, CCTV Camera Room and the Neighbourhood Policing Team.

441

known subjects on DISC with an image, name and details who have committed an offence in Solihull town centre.

113

town centre businesses registered and using the Solihull BID Disc system.

Our Impact

During BID Term 3 (2020-2024)

327

1,000

Counter Terrorism leaflets distributed to town centre businesses.

£167,502

worth of stock recovered and returned by BID Security Officers.

861

alerts added to the Solihull BID Disc system by the National Business Crime Solution, informing members of organised crime issues.



Place sho

Accredited by the Institute of Place Management, Solihull BID act as the critical conduit between Solihull's business community, the local authority and key delivery partners to ensure all plans and redevelopment prioritise business needs and protect our business environment.

As a business-funded not-for-profit organisation, we have unique access to the public bodies and services that shape the town centre, and levy our influence to ensure that your goals and ambitions are at the forefront of Solihull's evolution.



Shopping

The story so far

Our outdoor offering

Post-pandemic, the need for agile outdoor spaces has never been clearer, and we have found innovative ways to ignite often underutilised spaces with life and activity.

Building on our work during Covid, we have:

- 01** Responded to the lack of interactive activities for children by developing a new and innovative playground and seating area, encouraging families to visit – and spend more time in – our glorious town centre.
- 02** Diversified our outdoor offering by designing and installing innovative sensory seating hubs with scented herbs and evergreens. These spaces provide visitors and local staff with a tranquil place to relax and unwind, elongating their time in the centre and encouraging interaction with its many attractions.
- 03** Invested in further benches, seating areas and plant life throughout the town centre to prolong and enhance the visitor experience.

Pride in our town

High streets can often look the same – ours stands out. We have built a welcoming, dynamic location for shopping, leisure, business and more – a place in which people take pride.

We have:

- 01** Boosted colour and local spirit with permanent bunting and festoon lights throughout the centre.
- 02** Designed lamppost banners at the town entrance depicting iconic Solihull scenes to fuel excitement and anticipation.
- 03** Developed quirky astro turf and animal scenes outside Mell Square, The Core Theatre and Touchwood, adding a fun and memorable touch to Solihull's key landmarks.

Shaping your future

The future of the high street is changing, and Solihull is ahead of the curve. As the town centre adapts to changing trends in shopping, socialising and workplace practice, Solihull BID is a key voice in this multi-million-pound redevelopment, connecting business interests

with town planning to ensure change that is mutually beneficial.

Looking ahead, we are working closely with the local council and investors to maintain and enhance the vibrancy of our town centre in ways that flourish in our changing world while showcase the legacy of former years.

Festive fun

The festive period is the pinnacle of the retail calendar, and we work to celebrate and maximise footfall by infusing the town centre with festive spirit.

We have:

- 01** Invested funding on in high quality Christmas lights to decorate the town and build festive excitement.
- 02** Installed an annual Christmas activity area to provide a relaxing space for shoppers and visitors alike, enhancing the retail experience and drawing more people than ever to our wide-ranging stores.
- 03** This year we'll see the launch of our new Festive market with decorated wooden chalets to complete the winter shopping experience.

Vote **YES** to **BID4**

With Solihull BID, you can count on a visionary town centre that attracts visitors, custom and recognition from far and wide. We ensure your voice is heard in all development plans to best suit your business – but we need your vote to make it happen.

Vote Yes.





A showcase for Solihull



case

A new look & feel for this year's FOOD FESTIVAL



hull

We're proud of our town – and we're not quiet about it! A key part of our work is showcasing Solihull in all its glory, celebrating our businesses' achievements and attracting custom, talent and recognition from across the UK.

Combining creativity and insight, we analyse trends to create the best content for each of our diverse channels. By investing in professional photography, we develop images and marketing assets that showcase our town centre and BID businesses at their very best – whether that's in a promotional leaflet, an Instagram reel or a feature in our exclusive inhouse magazine.

“ The events bring extra people into the town centre and are a real positive. We have had great feedback from the public as we get involved in the children's trails. It's fantastic to see such a diverse crowd of people – we've had visitors from as far as China and Venezuela!

Sam, Manager, Card Factory

Social Solihull

solihullbid.co.uk

Social media takes Solihull to the rest of the world. Through our active social media channels, we promote news, events and accomplishments from our whole business community. Every day, we're part of the conversation, developing innovative content to reach key targets and engage new audiences across the UK and beyond.

Our every online step is analysed and evaluated to ensure we're reaching our digital potential. We will continue developing our online presence over our next term, with a focus on expanding our presence and engagement on growing platforms like TikTok and Instagram.

465,000

visitors to the Solihull BID website.

Solihull online

Our website is dedicated to Solihull town centre and its thriving business community. With a dynamic calendar of events, the latest news and an essential business directory, it's the go-to site for residents, visitors and businesses alike.

Expertly designed and accessible to all, our website also operates as an easy and accessible portal for our businesses and the public to connect with BID and share their feedback.

Updated for design and function in 2023, we will continue to develop this core platform throughout our fourth term, maximising its potential for Solihull's business community.

28,500

followers across social media.



InSolihull magazine

Produced quarterly, Solihull BID's *InSolihull* magazine has proven an effective tool for our businesses. With features on fashion, arts, culture and more, the magazine engages a wide-ranging audience and provides the perfect platform to showcase Solihull business.

Distributed throughout the town centre and up and down the busy Chiltern Trains mainline, the magazine opens opportunities for advertising, PR, profiles and more, whilst attracting visitors and customers from far and wide.

465

businesses featured in the *InSolihull* Magazine in our 15 editions since 2020.

Campaigns and incentives

Our wide range of promotional projects encourage more and more people into Solihull centre – and towards our businesses.

01 VIP card

Launched as part of the Queen's Platinum Jubilee celebrations, the VIP card is a loyalty scheme offering special offers and discounts to town centre visitors, with targeted promotions for news and events according to card activity. Its high-end appeal drives multitudes to our venues, stores and events.

02 KIDs Club

As part of our work to attract more children and families into the town centre, we have recently launched our VIP KIDs Club. Through a variety of marketing collateral from key rings to QR codes and a special area of the website, we showcase offers, activities, menus and more to children and their parents and carers. This project has thus far seen over 1,500 families sign up for our VIP KIDs Club.

Leaders in excellence

Launched in 2014 and sponsored by Touchwood, Solihull Council, Solihull College & University Centre, Phoebus Software and HSBC, the Solihull Excellence Awards is a wonderful occasion to celebrate the amazing people and businesses in our special town centre.

Developed by Solihull BID, we deliver this special event every year to provide a true showcase for businesses, share stories of success and innovation, and bring together business champions from all sectors.



Commenting on the Awards, Curtis and Luke, the owners of The Woods Café said:



It made us feel ecstatic, that all the hard work and dedication from us, made it all feel worthy. We were delighted that we won two awards and came highly commended in another. We were delighted to receive the overall Business of the Year Award and just could not believe it on the night that we actually won! We were thrilled to know that the commitment and determination to what we have shown our young staff that anything is possible, if you put your mind to it.

Many customers have got in touch on socials and in person to congratulate us all and regularly comment on our awards. Many saying, it is so well deserved!

We present awards in the following categories:

- Hospitality & Leisure Venue of the Year
- Best Independent Business
- Best Customer Service
- The John Callaghan Award – Young Person of the Year
- Outstanding Team
- Outstanding Corporate Social Responsibility Project
- Outstanding Contribution to the Town Centre
- Overall Outstanding Solihull Business



03 BID card

Free to all employees of BID businesses, our BID card provides special offers and deals at more than 150 local shops, restaurants and entertainment venues. The card builds loyalty and community among Solihull staff, To 'encouraging staff towards BID venues.. For more information see pg. 16, Business matters.

04 Solihull Nights

Post-pandemic, we're supporting the hospitality industry to buck national trends, rebuilding and recovering at a remarkable pace to present a popular choice for local investors.

Our new campaign, Solihull Nights, promotes the town centre's wide-ranging nightlife venues and events whilst emphasising the high levels of safety Solihull has to offer. For more information see pg. 20, Safe and secure.

05 Dog Friendly

Dogs are welcome in Solihull – and we want them to know it! Our vibrant Dog Friendly poster campaign encourages dog owners to bring their pooches into town, with more than 50 water bowls and hundreds of free poo bags around the centre to seal the deal.

So far, we've attracted new visitors, while John Lewis has reported a huge uplift in customers who didn't previously realise their furry friends were welcome inside.

Insight and innovation

solihullbid.co.uk

Our marketing and promotional activity is built on comprehensive insight and data, ensuring we create the right content for the right channels to achieve maximum impact. We evaluate events and promotions through a series of research methods, conducted with expertise and integrity.

Footfall

Through our newly installed footfall counters across town, in partnership with Touchwood, we gather intelligence and consumer data to inform our current promotions and plans for the future, adapting to new trends and changing direction when needed to attract our target audiences.

Loyalty cards

Our VIP and BID cards offer special offers and discounts to town centre visitors and staff, enabling us to evaluate areas of success, identify where we can improve, and gather invaluable insight into Solihull's customers. Our KIDs Club meanwhile facilitates family engagement whilst providing crucial insight into the trends and spending habits of local families.

Marketing collateral

By embedding interactive elements like vouchers and competitions in our mail-out marketing collateral, we measure their impact and reach, ensuring all activity is meeting its goals and adjusting our materials wherever needed.

NEW LOOK

Marcus Flowers

Store Manager
New Look Solihull



The BID group have been really crucial for our business and the businesses around the whole of Solihull, especially around times of uncertainty of how customers are now shopping. With the events, safety and exposure they support with, it's giving more reason for our customers to come shopping in the town (in the stores rather than online).

The fact we have security guards patrolling helping the stores with the ever-increasing crime hitting retail, is an absolute godsend. It gives us a sense of safety, whereas without them, there would be team members and managers, wondering if the job they do is worth it.

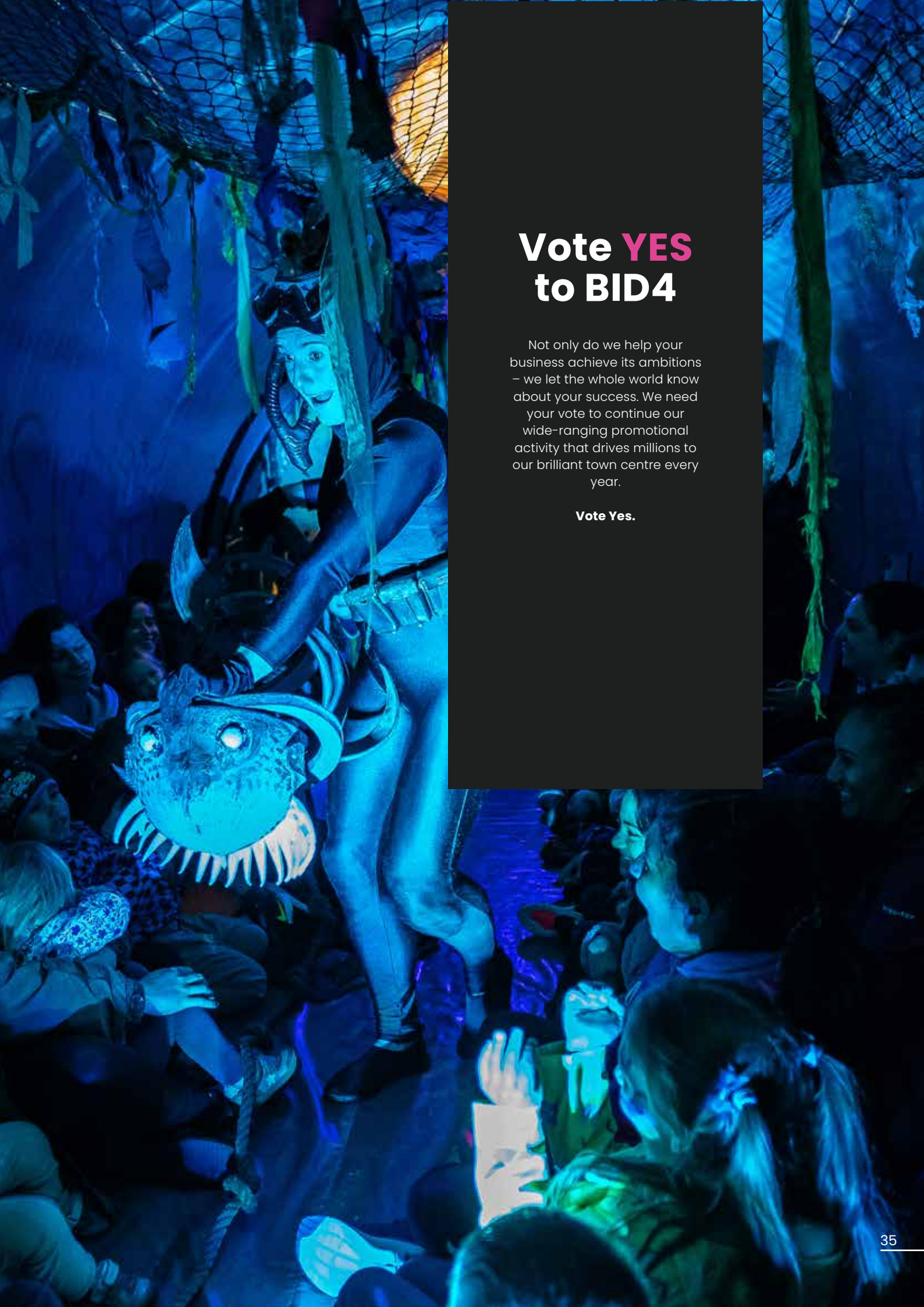
When footfall is challenging, the events put on support a wave of new customers, who get to see what an amazing town Solihull really is, encouraging them to choose us when thinking about shopping.

The additional exposure and marketing the team help with, also give us that additional footfall as our customers are informed in a personal non business manner, which they respond to with trust.

Without the BID in Solihull, the whole engaged atmosphere, the safety the teams feel and the continued growth in footfall, would just not be here, making it very difficult for businesses to survive this current climate.

The collaboration and the input we have from Solihull BID has been amazing and would very much feel this needs to continue in order for my store in particular, to carry on being one of the top stores in my territory.





Vote **YES** to **BID4**

Not only do we help your business achieve its ambitions – we let the whole world know about your success. We need your vote to continue our wide-ranging promotional activity that drives millions to our brilliant town centre every year.

Vote Yes.



Solihull Fe

Central to our work since our very first term, our calendar of free festivals and events has become a beloved cornerstone of Solihull life.

The next five years will see an even more jam-packed programme for the whole family, showcasing the very best in local culture and entertainment, whilst attracting visitors from the UK and beyond.



festivals

👉👉 The events help put us much more on the map. A lot of people that came into store didn't even know we were here, so they have a big impact.

Tricia, Manager, Edinburgh Woollen Mill

Why festivals?

solihullbid.co.uk

Research demonstrates how activities, events and festivals help town centres to thrive. For more than 14 years, Solihull BID has created a busy, exciting atmosphere in Solihull by designing tailored events that attract more and more footfall. Each and every event is developed with this goal in mind, driving interest and custom for our businesses and building an environment where the economy can flourish.

By identifying and addressing gaps in the market (See pg. 35 - Insight and Innovation, and pg. 31 - A showcase for Solihull), we reach and attract new demographics. Recognising a lack of events and facilities for families, for example, we designed our Family Festival to encourage children and their parents into the town centre for free and fun activities that enabled us to showcase our new playground, KIDS Club and much more. This endeavour has already seen an increase in families and the numbers continue to rise. All events link directly to BID businesses, whether this is through Festival sponsorship, special promotions or stands, stalls and activities at the Festivals themselves.

Our recent rebranding has achieved a clear Solihull Festivals brand, reinforcing Solihull as a destination for fun, free and exciting events that appeal to audiences far and wide.

Festivals and beyond

With the help and support of local businesses, artisans and performers, Solihull BID design and deliver a wide range of festivals and events throughout the year. Free to attend, we attract visitors from far and wide, boosting the local economy and positioning Solihull as a top destination for all.

Food Festival

The region's biggest and best celebration of food is an annual treat for all the senses. Supported by RR Events and featuring more than 80 food and drink traders across Mell Square, Mill Lane and Solihull High Street, this tasty extravaganza has something for everyone.

With live music from Rum & Reggae, a taster tent and an ever-popular demo kitchen (featuring a plethora of famous faces), this event has become a permanent feature on the UK's foodie calendar.



Music Festival

We know from our businesses and the wider public that our Jazz Festival has long been a highlight of the calendar. This year, we're expanding this landmark event to become the Solihull Music Festival with music from a wide range of genres and cultures to showcase the immense diversity of regional talent.

Our full line-up including a children's disco, school orchestras, and even a headline Elvis tribute act will take place on our renowned Mell Square main stage. Meanwhile a wide range of free live music events acts will perform at more than 20 venues across the town centre.

Our selected street food provider RR Events will be hosting a vibrant street food and drink market throughout the weekend, with live music accompanying the market's tasty delights. We'll see you there!





Business Festival

This year saw the first annual Solihull Business Festival, a showcase and celebration of our local businesses and their talented staff. Free and accessible to all, this Festival engages people at all stages of their careers, both in corporate training, recruitment and networking, and wellbeing activities to keep our valued colleagues healthy in mind and body.

Family Festival

Designed for families of all shapes and sizes, our Family Festival is a whole weekend of fun and free activities. With everything from face painting and interactive theatre inside our inflatable whale to a special Pirates and Mermaids Disco, this colourful, immersive experience is a treat for kids and parents alike.



Artisan Market

Always keen to showcase the brilliant arts and crafts Solihull has to offer, our weekly Artisan Market runs from March to December. Our highly diverse range of vendors create a captivating atmosphere, whether you're looking for incredible food, stunning art or innovative crafts.

Seasonal Solihull

In addition to our free, annual festivals, we design and deliver a wide range of seasonal events to keep the town centre abuzz.

Come autumn, it's time for our Solihull Spooktacular, where the town centre is transformed by ghosts, ghouls and things that go bump in the night. A fun and friendly theatrical experience, it gets everyone in the Halloween spirit, with the chance to flex your creative muscles too!

In December, all are welcome at the Festive Feast to trial celebratory cuisine from around the globe whilst enjoying music, lights and Christmas delights. Find out more about our Christmas festivities on pg. 26 – Place shaping.

To find out more about our incredible events programme, visit solihullbid.co.uk/events.

Vote YES to BID4

Without Solihull BID, there would be no free, public events attracting locals and visitors alike to our vibrant town centre. Our Festivals boost local pride, showcasing Solihull's diverse artists and traders, whilst driving custom and talent to your businesses.

To keep our dynamic programme alive, we need your vote.

Vote Yes.



By hosting many varied events throughout the year, Solihull BID is an invaluable resource to drive footfall in the town centre and increase dwell time. The events appeal to all demographics making Solihull town centre a destination for residents of the West Midlands and wider area.

Linking the Food Festival with local talented chefs and establishments whilst also enlisting the services of celebrity chefs, the event appeals to the wider community with many travelling from outside the town putting Solihull well and truly on the map.

The events focused on children's activities bring both children and adults alike and by creating a mailing list we can expect these events to grow as friends tell friends of their fabulous experiences. Tenants are encouraged to give feedback on all the events, and this is constantly monitored and tweaks made as necessary to ensure the event is the best it can be.

The hard work and commitment of the Solihull BID team is clearly evident in all they do, the professionalism and interaction with all stakeholders cannot be faulted. They are truly committed to Solihull town centre.

Lisa Hopkins, Centre Manager, Mell Square Shopping Centre

MELL
SQUARE
SOLIHULL

**1,162,000 extra visitors –
our events have brought
into Solihull town centre
since 2021.**





Our Festivals







BID team & Board



Excellence Awards 2023



Our whole team is dedicated to driving the very best results for BID businesses.

We are ambitious, we are dedicated – we are Solihull BID.



Melanie Palmer
Chief Executive

I am proud to lead a team of dedicated hard working people who understand and tailor their support to reflect the demands of the town they serve.

My background in retail, culture and entertainment, and the public sector gives me the wealth of experience in a multi-sector environment like Solihull. As someone who has worked on the shop floor, in senior management and ran my own businesses, I know the risks, highs and lows that businesses face in this tough economic climate.

I relish the prospect of another term in this wonderful town I will always call home.



Steven Coney
PR Manager

I have been with Solihull BID since 2018 and I have thoroughly enjoyed my time working in the town centre in a varied and rewarding role.

I was born and raised in Solihull so it has always been a town close to my heart and one I, and the rest of the team, are hugely passionate about. I believe the BID does a fantastic job of knitting the town centre together, representing all of our wonderful businesses and ensuring Solihull remains ahead of the curve.

There is no doubt that the next five years are huge for Solihull town centre and I am excited by the thought of going on that journey alongside all our brilliant businesses.



Lisa Sturman
Senior Events and Marketing Manager

Lisa joined the team in 2023. She has brought a wealth of experience in managing all types of events from corporate conferences to festivals, and has led on a wide range of marketing projects across all media platforms. Lisa's warmth of personality, positive attitude and incredible work ethics means our events have never been in safer hands.



Rachael Miller
Business Host and Retail Champion

Rachael has been with the team since 2019. A well-known and respected figure in the town, Rachael's comprehensive experience in the retail, leisure and beauty industry has been an incredible asset to Solihull BID, and she has become the go-to for our retail businesses looking to stay connected.

The Board

Kevin Johns (Chair)
Director
Prime Accountants

Tony Elvin (Deputy Chair)
General Manager,
Touchwood

Lisa Hopkins
Centre Manager,
Mell Square

Leon Sloyan
Local Director,
Metro Bank

Neil Churchard
Brand Experience Manager,
John Lewis & Partners

Syrra Riaz
New Business Manager,
A-Plan Insurance



Allison Nash
Business Host and Hospitality
and Leisure Champion

Allison's background in retail and security makes her an invaluable member of the team.

Heading up our Solihull Nights project amongst many others's, Allison is the main contact for all our wonderful hospitality and leisure businesses.



Amanda Burke
Business Host and Professional
Services and Office Sector
(PSOS) Champion

Amanda is the newest member of the BID team and has made such a positive impact already! Amanda has experience in many sectors from recruitment and sales to running her own business. Amanda will bring an added strength in our communication with the PSOS sector.



Jason Scott
Security Officer

Jason is the ultimate professional when it comes to keeping our town centre safe, he leads the additional security that are the backbone of our safe and secure project.



Claire Jeans
Digital Executive,
BNP Paribas Personal Finance

Marcus Flowers
Store Manager,
New Look Solihull

Ranjit Singh
Group Operations Manager,
FB Holdings (Alioli & Tio Latino)

***Alison McGrory**
Assistant Director Communities
& Partnerships, SMBC

***Deborah Johnson**
Chief Inspector WM Police

*The BID Board includes some co-opted members including a representative from Solihull Police as well as from Solihull Council, as per the BID regulations.

SOLIHULL BID LEVY RULES

1. The BID levy rate will be charged at 1.75% of the rateable value as at 1st July 2025 based on the 2023 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 2023 rating list values at that time.
3. The levy will be charged annually in advance for each chargeable period starting on 1st August 2025. No refunds will be provided except in the event of incorrect overpayment.
4. All new hereditaments entering the rating list after 1st July 2025 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 include an annual inflationary increase in line with the CPI (Consumer Price Index). 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 2025 – 31st July 2030.

THE BALLOT

Solihull MBC will be responsible for authorising the running of the ballot. Notification of the intention to hold a ballot was given to the Secretary of State as required in the BID Regulations.

Each property or hereditament subject to the BID will receive a notice of ballot by 29th August 2024 and will be entitled to one vote per hereditament. The ballot will commence on 12th September 2024 and close at 5pm on 10th October 2024. Ballot papers received after 5pm on 10th October 2024 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 11th October 2024. If successful the Renewed BID will commence delivery of services on 1st August 2025, following on from the expiry of the current BID term, until 31st July 2030.

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 and a Baseline Agreement will be in place by commencement of the new BID term. The BID Company will provide copies of statutory accounts and financial statements to the Billing Authority annually. The BID 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', regarding the Solihull BID means replacement of the existing BID at the end of its current term (July 2025) with a new arrangement covering the same area illustrated by the 'BID Area' map and which will be subject to the rules and arrangements herein.

Budget and Governance

A FULL LIST OF ROADS INCLUDED IN THE BID AREA ARE AS FOLLOWS:

- | | |
|--|--|
| Church Hill Road | Mill Lane Arcade |
| Crescent Arcade | New Road |
| Drury Lane | Park Avenue |
| George Road | Poplar Arcade |
| Herbert Road | Poplar Road |
| High Street | Poplar Way |
| Homer Road | Prince's Way |
| Jubilee Walk | Station Road |
| Lode Lane (Chadwick House and Radcliffe House) | The Square |
| Manor Square | Theatre Square |
| Manor Walk | Union Road |
| Mell Square | Upper Jubilee Walk |
| Mill Lane | Warwick Road (From the junction with Park Avenue up to the 608 Vets) |



RATEABLE VALUE EXAMPLE CALCULATOR

RATEABLE VALUE	ANNUAL BID LEVY (1.75%)	COST PER MONTH
£10,000	£175	£14.58
£20,000	£350	£29.17
£40,000	£700	£58.33
£80,000	£1,400	£116.67
£120,000	£2,100	£175

THE PROPOSED BUDGET

Income

Budget Forecast	Year 1 2025-26	Year 2 2026-27	Year 3 2027-28	Year 4 2028-29	Year 5 2029-2030	TOTAL
Levy	£691,000	£691,000	£691,000	£691,000	£691,000	£3,455,000
Additional Income	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Total Income	£721,000	£721,000	£721,000	£721,000	£721,000	£3,605,000

Expenditure

Budget Forecast	Year 1 2025-26	Year 2 2026-27	Year 3 2027-28	Year 4 2028-29	Year 5 2029-2030	TOTAL
Operating Costs	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
Project Costs	£571,000	£571,000	£571,000	£571,000	£571,000	£2,855,000
Total Income	£721,000	£721,000	£721,000	£721,000	£721,000	£3,605,000

- Collection figures based on historical evidence of 97% collection rate.
- All project costs have a built in contingency surplus plan.
- An inflationary increase in line with the CPI (Consumer Price Index) may be applied from year 2 at the discretion of the Solihull BID Board.
- The collection fee paid to SMBC is £16,000.00 per annum and included within the operating costs.



Why you vo

With more than 14 years' experience driving business, culture and safety in Solihull, we know what works – and what works even better.



should
te **YES**

Without Solihull BID

With more than 14 years' experience driving business, culture and safety in Solihull, we know what works – and what works even better.

It's a sad vision, but without your vote, we'll see an end to the wide-ranging programmes and projects that make up Solihull's flourishing business environment.

Safety

Without our significant work in crime reduction, our town would see heightened crime and anti-social behaviour throughout the centre and beyond, leading to a reduction in customers, visitors and potential business talent.

Without our safe reputation, business and retail would suffer in a less attractive area for investment.

Influence

Without Solihull BID to act as conduit between our businesses and key decision-makers, our levy payers would lose their voice and influence in crucial policy and redevelopment, as well as regional and national change.



Business community

Our network of businesses helps Solihull stand out from the crowd as a key UK business centre, attracting the best talent from across the country and further afield. Without this dynamic environment, the support we provide and the innovation we facilitate, this thriving community is likely to wither and die.

High street challenges

So far, Solihull has bucked the trend of failing high streets, with the BID's Festivals, events and place shaping projects maintaining a vibrant and active town centre for all. Without our work, however, the town centre is likely to fade, like its counterparts, into obscurity to the detriment of businesses, retailers and the whole Solihull community.



Without your vote, there'll be no:

- Security Officers
- Expert crime recording and reporting
- Christmas lights and festive celebrations
- Professional Services and Office champion
- BID card discounts
- Platinum VIP loyalty card
- VIP KIDs Clu and family friendly activities
- Delivery agents for town centre improvement funding.
- Solihull Music Festival and annual landmark events
- Solihull Food Festival
- National and local PR
- Solihull Business Festival
- Networking opportunities
- Play areas and sensory seating hubs
- InSolihull* magazine
- Solihull website and social media
- Business directories and advertising
- Dedicated retail and hospitality bus hosts
- Research led insights to shape our future plans
- Solihull Nights dedicated hospitality promotions for the evening economy
- Community wellbeing events and training.



Vote **YES** to **BID4**

By voting yes to BID4, you will secure a further term of:

- ✓ A thriving business network, with support, influence and access to professional support.
- ✓ A safe town centre in which business thrives, night life prospers, and families and children feel secure at all times.
- ✓ A visionary town centre that thrums with art, culture and talent.
- ✓ A whole calendar of Festivals and events that showcase local talent, bring people together and greatly improve the local economy.
- ✓ Exposure and publicity across the region and beyond, showcasing Solihull's brilliant business and building our reputation as a top destination for work, retail, entertainment – and much more.



“

Being new to the town and Touchwood it's been great to get involved with the BID festivals. They have given us extra exposure to the town and surrounding area.”

Alioli
A TASTE OF SPAIN





"Touchwood was heaving and we had the busiest Saturday this year! Our Area Manager wanted to thank the BID for all they do." -



What a great event for Halloween. Our sales increased on the weekend and the atmosphere was electric!"

Clintons



Every vote makes a difference

To ensure success we need your vote. You will receive a ballot paper at the beginning of September 2024 and it's important you return this once you have cast your vote to ensure your voice is heard.

The ballot closes on 10th October and the result will be announced on 11th October.

Please get in touch if you don't receive your ballot paper or if you have anything you wish to know more about the BID and ballot process.

Timetable

Ballot commences	12th September
Ballot closes	10th October
Results announced	11th October

Solihull BID Company Ltd

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