

**VOTE
YES!**



Acocks Green Village BID



ACOCKS GREEN ... SMALL VILLAGE ... *BIG IDEAS*

Acocks Green Village BID Renewal 2022-2026

Your voice, Your choice, Your vote!



Contents:

3. A few words from the BID Chair
4. BID Renewal 2022 - 2026
5. Imagine life without the BID - why you should vote YES!
6. The legal stuff
7. BID funding
8. BID Levy rules
9. The small print
10. Finances
11. The BID area
12. Contact

**VOTE
YES!**



Acocks Green Village BID

"As a resident, a local Councillor and a BID Director, I know the real benefits the BID brings to Acocks Green. It provides a great partnership that sees the private sector and the local authority working together to make Acocks Green an even better place to work, live, shop, socialise and do business".

Councillor John O'Shea, - Acocks Green Ward

A few words from our Chair Ian Jeffries ...



Acocks Green Village BID

“Since it was established in 2012, Acocks Green Village BID has significantly improved our vibrant town, making it a safer, cleaner and more welcoming destination, increasing visibility through marketing and events and, crucially, supporting the broad range of businesses in the Village.

It’s hard to imagine Acocks Green Village without the BID as our town wardens have become part of the community, providing a regular and reassuring presence for both our businesses and the community working very closely with the Acocks Green Team of West Midlands Police.

Our street-cleaning and graffiti removal has proved to be a crucial part of what we do, and our programme of floral enhancements ensure that the Village is an inviting and attractive place, especially combined with the tireless efforts of our Village in Bloom team of volunteers. Together we ensure that the Village is attractive as it can be, gaining us a Gold Award in the Britain in Bloom awards for 5 years running.

Over the past 10 years our programme of events have proved popular with the community and visitors alike and have raised the profile of Acocks Green as a shopping area where you can buy everything you need.

However, as we all know, the past 12 months have undoubtedly thrown up some of the biggest challenges that many businesses have ever had to face, and the BID has been there throughout the Pandemic to support you our businesses. This one to one relationship that we have is one of the most important aspects of the BID and we ensure that we act in your best interests at all times by lobbying for support, whether that be local or national government, the media and wider stakeholders. Through this important work, the BID has proved that it does make a difference, and the support that our BID Manager has provided throughout the current pandemic has enabled businesses to secure grants, has given reopening guidance and has assisted with fighting local issues that bother our traders.

We’ve stepped up to the challenges that we laid down for ourselves back in 2017. Acocks Green Village is cleaner, greener and safer than ever before – but there’s still work to do. Our plans for BID3 will ensure that the Village remains safe, clean, with more going on.

During the past 10 years Acocks Green Village BID has invested over £1,186,000 worth of investment into the town, which has benefited businesses, residents, employees and visitors. But these achievements are just the start.

A new third term BID promises even better projects with more going on that will boost trading conditions and will help to distinguish it from other local centres in Birmingham which will encourage more people to come here to live, work and do business.

We need to continue to support our businesses to re-emerge from the impact of Covid-19, and enable them to be in the strongest possible position to trade strongly. Without the BID, we will lose the power of our combined voice at one of the most critical times, so please, we ask that you vote ‘YES’ in the ballot for a 3rd term in September and let’s take Acocks Green Village forward together”.

Ian Jeffries, Jeffries Hardware, Chair of the BID

Acocks Green Village BID renewal 2022-2026

In September 2021 businesses will be invited to vote to maintain a BID for another 5-year period that will run from January 2022 to December 2026. A positive vote will allow the delivery of projects that businesses themselves have stated that they want delivered which boosts the profile of Acocks Green Village and its businesses.

This is a crucial decision for us – much has been achieved as a result of having a BID in the past 10 years which you will see highlighted on the following pages, however there remains much to be done, we can't rest on our laurels. It is important to note that there is a significant amount to lose by not continuing with the improvements and investment that the BID team has already delivered.

Plenty done 2012 - 2021 ... 10 Years of Achievement Your projects ...

FREE business training - We learnt from talking to your customers that they value excellent customer service and well trained and efficient staff, well presented businesses and inviting shop windows. The BID has offered numerous **FREE** training courses in our first two terms and numerous businesses have taken advantage of this to enhance their business offer.

Events & Marketing - The Village has benefited from free advertising and marketing using social media and advertising boards, our 'Shop Acocks Green – Shop Local' campaign, street events and Christmas campaigns to increase footfall and a major presence on social media sites such as Facebook and Twitter.

'Clean & Green in Acocks Green' – We know our businesses and the community alike enjoy a clean, graffiti-free and pleasant place to shop, live, work and do business, this is why along with our annual planting programme and the festive lights display that the BID funds each year, we feel our 'Clean & Green' campaign adds tremendously to the overall aesthetic image and kerb appeal of Acocks Green.

Keeping you Safe & Secure – For 10 years, we have worked tirelessly to reduce shop theft, anti-social behaviour, beggars and street drinkers. We have addressed this under our 'Safe & Secure' project working closely with West Midlands Police in partnership with our Town Warden, CCTV Centre and 50 Retail radios that are free to businesses.

Professional management & business representation - Businesses struggle to find a way through red tape and the numerous Council departments it takes to get through to the right person to speak to. The BID Manager does this on your behalf by collective lobbying for better public services and investment and help with grants, planning and official documents. We also lobby nationally for issues relating to town and city management and BIDs legislation and assistance.

Plenty to lose!!!

**VOTE
YES!** ✓



Imagine life without the BID in 2022-2026?!

NO MORE £632,500 investment over 5 years in Acocks Green shopping centre on projects that businesses have chosen and want to see delivered!

NO MORE FREE events and fun days to increase footfall, raise the Village profile and drive more people into your businesses!

NO MORE FREE Apex radios or Town Warden service, resulting in a massive increase in shoplifting, crime, street drinking, beggars and anti-social behaviour!

NO MORE FREE business training such as food hygiene, health & safety, first aid, window dressing, social media etc. All funding would cease for this and businesses would need to pay direct to the Colleges themselves!

NO MORE marketing campaigns to promote the Village!

NO MORE Christmas lights to adorn the shopping centre and no more festive celebrations!

NO MORE Village planting scheme including the roundabout, hanging baskets and planters, and no financial support for Village in Bloom that in part, led us to Gold victory 5 years running!

NO MORE graffiti removal and cleaning service! The streets return to be covered with graffiti and cigarette butts. Behind the shops will be full of litter and there'll be

NO MORE cleaning of bins or telephone boxes (104 pieces of graffiti removed by Ben in 2020 alone)!

NO MORE representation on your behalf when it comes to getting things done! E.G help with official forms and support, grants, enquiries regarding trading licenses and assistance through the minefield of council departments!

If you don't want to lose all the things that have improved Acocks Green Village and your business during the first 2 successful BID terms ... then **Vote YES!** 16th September to 14th October 2021!

"The BID's commitment to safety and security through the Apex Radios and the BID Town Warden service has supported us a lot in reducing stock loss. The BID has also helped to make the Village a safer place to work and visit and we hope that businesses continue to support it into BID3"

VOTE
YES!  **for a better Village!**



The legal stuff

A quick reminder - What is a BID?

A Business Improvement District (or BID) is an arrangement under which you plan to improve your trading environment. Businesses identify projects or services that will add value to their business and agree how to manage it. Funds collected are ring-fenced and used only to deliver a structured and guaranteed set of activities voted on by the businesses within the BID area. The BID and the projects it will carry out do not and cannot replace those services statutorily provided by public agencies such as West Midlands Police and Birmingham City Council. The BID can only provide services over and above what the public agencies supply as well as projects that public agencies have traditionally never been involved in.

BIDs nationally

Since 2004, over 320 BIDs have been created across the UK, with 12 in Birmingham alone. BIDs succeed because they are focused, entrepreneurial and cost efficient – providing a powerful, and fast response to business needs. They are funded by businesses through a levy, normally applied to the rateable value of commercial premises. With public finances under continued pressure, BIDs are increasingly seen as the way in which those locations fortunate enough to have one, can surge ahead. If BIDs across the UK are not sustained, current national business trends indicate a gradual, sustained decline of commercial profitability in many town centres.

The opportunity

Retaining the BID is your opportunity to continue to invest over £632,500 over the next five years in your shopping centre.

Benefits to Businesses

The benefits of BIDs cited by businesses themselves are wide ranging and include:

- Businesses decide and direct what they want for the area
- Businesses are represented and have a voice in issues affecting the area
- BID levy money is ring-fenced for use only in the BID area
- Increased footfall through BID events, and having a safer and cleaner Village
- Business cost reductions from working with agencies to reduce your overheads
- Marketing, promotion and raising the profile of the area
- Facilitating networking opportunities
- Assistance in dealing with the Council, Police and other public bodies
- The need to compete with other towns who have BIDs



Acocks Green Village BID

“D K Discounts will be voting Yes for the BID, as by supporting it we can collectively invest in our Village. By paying our BID levy, we are helping to ensure the Village is a safe, clean and an enjoyable place for our customers to shop”

David Hayes – D K Discounts



“The AGVP is firmly behind the BID believing a third term ‘Yes’ vote will be the way forward. We need to ensure we build on what has been achieved so far, a great shopping centre environment and a thriving local economy. A successful BID means a safer and more secure atmosphere and a graffiti-free Village for all of those who live, work and visit”

**Jon Morris, Community Representative,
Acocks Green Village Partnership**

The funding

The Acocks Green Village BID is funded by those in the agreed geographical area paying a levy based on the rateable value of their business. The levy is ring-fenced and spent on the projects and services agreed by you following surveys and consultations with you. It is nothing to do with normal business rates that you have no say in how it's spent. We aim to increase the BID budget each year through applications to various bodies for additional projects.

Working to improve Acocks Green Village

Your BID highlights

Acocks Green Village BID has achieved a huge amount in its first and second terms and is a well-respected company within the industry and by its partners locally and regionally. The last 10 years have delivered a huge variety of projects with some impressive results.

Over £1,186,000 invested in the last 10 years in Acocks Green Village!

Building on our achievements

We need your support to ensure that we can retain and build on the achievements of the last 10 years. We operated 5 main areas of activity during our BID terms – Free business training, Events & Marketing, A Safer Village, 'Clean & Green in Acocks Green' and a professional BID team to assist and support you and speak and act on your behalf, and with your best interests at heart at all times.

Moving forward

A recent survey of members was well responded to with confirmation of what you would like to see in BID3. Your responses have indicated that there is strong support for a third term BID with many not wanting to see a decline in what has been achieved to date. Much has been done yet there is still a lot of work to do to stay ahead of competing towns well as combatting other challenges that threaten the prosperity of our Village. With 12 BIDs across Birmingham and 7 being in the local centres such as ours, we need to stay ahead of the game to ensure that our community and visitors alike keep supporting Acocks Green Village. That's why moving forward it's important to keep the Village SAFE, keep it CLEAN, keep having EVENTS to showcase what our Village and you the businesses have to offer. We need people to be impressed by what we have so that they spread the word to others; that Acocks Green is clean, safe, friendly, that the staff in the businesses are polite and give great customer service and that it's the ONLY place to shop, live, work and visit!

THERE'S SO MUCH TO LOSE ... so vote YES for BID3 and help your Village continue to grow and prosper!

Your Voice, Your Choice, Your Vote!

We need a tomorrow to look forward to after some difficult years, so vote **YES** today!

We hope that you have time to consider to read this proposal and have a look at the projects that you the business community have asked us to include for the next 5 years and we urge you to have your say on the Acocks Green Village BID and ensure that your company uses its right to vote 'YES' in the ballot!

Acocks Green Village BID - your BID

The projects run by a BID are determined and managed by the businesses who contribute towards it and so are based on need and desire. The BID is a limited company, not-for-profit and 100% of the levy collected is passed from the Local Authority to us.

The Team

The Acocks Green Village BID officers and staff are well established and work closely together to ensure that we deliver on the proposals in the Business Plan and often exceed expectations.

Your Board

The BID Board comprises 12 Directors who give up their time voluntarily to ensure that the income received via the levy is spent effectively, efficiently and in accordance with the Business Plan. They meet quarterly and represent all of the project areas within the business plan.

BID levy rules

The BID process is governed by the 'Local Government Act 2003', 'The Business Improvement District Regulations 2004'. Accordingly, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers.



Acocks Green Village BID

How the BID will be financed?

To achieve a realistic income that can deliver on business needs and to continue the fantastic work we have done so far, it is proposed that we set the BID levy at 3.5%, which will raise a further £632,500 over the next five years.

The table below shows the levy at sample Rateable Values levels based upon this.

Rateable Value (RV) of Annual BID Levy

Property RV	Levy pa
£10,000 or less	£350
£20,000	£700
£50,000	£1750
£100,000	£3500

This means that over 30% of businesses will pay £350, and around 65% of businesses will pay less than £700. Given all the projects that the BID delivers; a 50-strong retail radio scheme and Town Warden, a clean, graffiti-free Village delivered by the BID's cleaning staff, a dedicated town centre (BID) Manager plus Christmas lights, Floral displays and Village events, we strongly believe, and many local businesses already agree, that the BID Levy represents great value for money.

Who Is Included?

The BID is designed to benefit all Village businesses, whichever sector you may be in, so all our businesses will be included

Caps and Minimum Levy

To ensure that the Levy is a fair reflection of the benefits that businesses will gain from the BID, we are proposing a minimum levy of £350 per annum and a maximum Levy of £6,000. It is also proposed that retail charity shops pay the minimum levy of £350.

How are untenanted properties affected?

If there is no occupational lease, the liability of the levy falls to the property owner until such time that a new lease is confirmed. This also means that the property owner will be entitled to vote in the BID renewal ballot.

Other Income

Birmingham City Council will invest nearly £14,500 over 5 years into the BID via the levy on its own property in the Village and by continuing to fund the BID levy set up costs and collection costs. Since the inception of the BID in 2012 and its renewal in 2017, the BID has also been successful in raising an additional circa £186,000 (over 10 years from outside sources). During the third term of the BID, we will continue to try to raise significant additional income through other sources.



The small print ...

- (1) The BID Levy will be increased each year by the annual inflationary factor for local non domestic rate bills as calculated by the Government. There will be no adjustments during the year to reflect changes in individual rateable values due to appeals. Changes in values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following year. Where a property is taken out of the Rating List, the BID Levy will apply up to the day before the effective date of removal and the annual BID levy will be apportioned accordingly. Where a new assessment is brought into the Rating List, the BID Levy will apply from the effective date as shown in the Rating List. The annual Levy will be apportioned on a daily basis.
- (2) The BID levy will be applied to all hereditaments (premises) with the exception of ATMs, telecommunication masts, advertising hoardings as assessed in the 2017 Local Non-domestic Rating List.
- (3) The Renewal BID term will be five years and run from the 1st January 2022 – 31st December 2026
- (4) There will be no VAT charged on the BID levy.
- (5) The 'rateable value' will be defined as the rateable value assigned to a property or hereditament as calculated using the 2017 NNDR Ratings List until there is a time when this list is updated or a new system for calculation is in place which supersedes the 2017 NNDR Ratings List.
- (6) The exception to this will be variations to rateable value due to any change of use or a physical change to a property or hereditament including inter alia; new construction, merger, subdivision, extension and refurbishment which result in the issue of a new entry (entries) in the Ratings List current at that time. The Ratings List relevant at that time will be examined for new entries each year prior to the issue of levy invoices.
- (7) Birmingham City Council will collect the BID levy and they will be responsible for collection of the levy and this will be given wholly to Acocks Green BID. Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID company directors responsible for any debt write off.
- (8) Those responsible for unoccupied or part-occupied hereditaments will be liable for the full BID levy. The BID levy will not be affected by the small business rate relief scheme or any discretionary relief granted.

Governance

1. The BID will continue to be managed by Acocks Green Village BID Company Limited (the 'Company'), a not for profit company (company number 7845519) registered in England, limited by guarantee.
2. The BID Board will be made up of representatives of levy paying businesses who will be elected annually. Additional members may be co-opted, as required.
3. The BID Board will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction and will also advise on operational and service delivery issues, oversee performance measurement, and more generally act as the primary consultative and advisory body on BID services.
4. Each year, the Board members will elect a Chair from the private sector.
5. The BID Board will be Directors of the Company.
6. Provided that the BID is meeting its overall objectives, the BID 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.
7. An Operating Agreement and baseline service statements have been provided and agreed in principle, ready to be confirmed on commencement of the new BID term.
8. Notice of the intention to hold a ballot was given to the Ministry of Housing, Communities and Local Government.
9. The Company will provide copies of statutory accounts and financial statements to the Billing Authority annually.



Acocks Green Village BID



"BIDs put businesses in the driving seat. We the businesses are able to prioritise what is needed here in Acocks Green, and with BID3 we can continue to build a more commercially rewarding future for us all by delivering the products and services that we have collectively invested in".

Javid Rasul – CEX

Finances

Projected 5 year budget (2022 – 2026)

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Levy income	124,000	125,240	126,492	127,757	129,034	632,523
Additional income	10,000	10,000	10,000	10,000	10,000	50,000
BCC Renewal Loan	15,000					15,000
TOTAL	149,000	132,240	136,492	137,757	139,034	697,523

Expenditure (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Free Business						
Training	3,000	3,000	3,000	3,000	3,000	15,000
Events/Marketing	15,000	15,000	15,000	15,000	15,000	75,000
Safe & Secure Radios (50) & Town Wardens	38,000	38,000	38,000	38,000	38,000	190,000

Clean & Green	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Planting	5,000	5,000	5,000	5,000	5,000	25,000
Christmas lights	10,000	10,000	10,000	10,000	10,000	50,000
Cleansing/Graffiti Operative	23,000	23,500	24,000	24,500	25,000	120,000

Business Led	Year 1	Year 2	Year 3	Year 4	Year 5	Total
P/T BID Manager						
Admin/Finance	39,000	39,000	39,000	39,000	39,000	195,000
BCC loan payment	3,000	3,000	3,000	6,000		15,000
Contingency	1,000	1,740	2,492	3,257	4,034	12,523
TOTAL	137,000	138,240	139,492	143,757	139,034	697,523

£186,000 generated in additional external revenue 2012-2021

Notes

Historically, Acocks Green Village BID has collected over 97% of BID levies owed and during our first and second terms the BID has generated over £186,000 in additional revenue and we expect to build on this for the third term. Inflation will be added to the levy annually calculated using the CPI (Consumer Price Index) as at each September of the preceding year. It is proposed that £15,000 of the costs of developing this BID proposal would be recovered from levy receipts as full repayment of loan funding which was awarded to develop this proposal.

“The BID Management team are always on hand to help with anything we need, from marketing advice to dealing with official forms and letters, they always do what they can to assist; these elements are a key factor in our support for the BID, we will be voting YES”!

Hazel Wilson, S & H Jewellers



The proposed BID area



The following streets are included in the proposed BID area, due to the nature of the layout of the shopping centre, these are all in-part. The BID area currently contains 169 businesses that are eligible to vote and liable to contribute to the BID levy. The proposed BID boundary contains the main retail, professional, leisure and hospitality areas of Acocks Green.

WARWICK ROAD
SHIRLEY ROAD
WESTLEY ROAD
VICTORIA ROAD
STATION ROAD

OXFORD ROAD
DOLPHIN LANE
WOODBURY WALK
WOODCOCK LANE
MALLARD CLOSE

Performance Management

We are constantly monitoring the performance of our work and listening to feedback from stakeholders. This analysis has allowed us to direct resources and respond to the changing environment and local needs. Over the next five years we will be even more adaptable and flexible. We will continue to evaluate all of our work and provide details of all key activities, insights and learning, and demonstrate a return on investment.

Area intelligence

We will continue to monitor performance against local and regional benchmarks, to ensure our activities are responsive to local issues.

Company Reporting

Published Baseline Agreements and Service Level Agreements will be negotiated with all relevant partners and will be available at request.

Please vote YES before Thursday 14th October 2021, the ballot closes at 5pm on that day.

Our 2nd BID term had a 48% turnout, let us try to beat that!

1. Birmingham City Council via independent professional company Civica, will send those responsible for properties within the BID area a ballot paper. Eligible voters will receive a paper on 16th Sept onwards. Please ensure they are given to the eligible voter.
2. Prior to this date, the Council will have completed a process to identify a voter list which will be used for the purposes of the ballot. A Notification of Ballot will be sent to you on the 2nd September 2021 setting out the BID arrangements.
3. Each property subject to the BID will be entitled to one vote in respect of the proposal in a 28 day postal ballot which will commence on Thursday 16th September 2021, and close at 5pm on Thursday 14th October. Ballot papers received after 5pm on 14th October will not be counted.
4. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria. First a simple majority (51%) of those voting must vote in favour. Second, those voting in favour must represent a majority of the aggregate rateable value of those properties that have voted.
Each person entitled to vote in the BID ballot shall have one vote in respect of each property that they occupy or own in the geographical area of the BID on which non-domestic rates are payable.
5. The result of the ballot will be announced on Friday 15th October 2021.
6. If successful at ballot, the new BID will commence delivery of services on 1st January 2022 and will continue for a period of 5 calendar years to 31st December 2026.



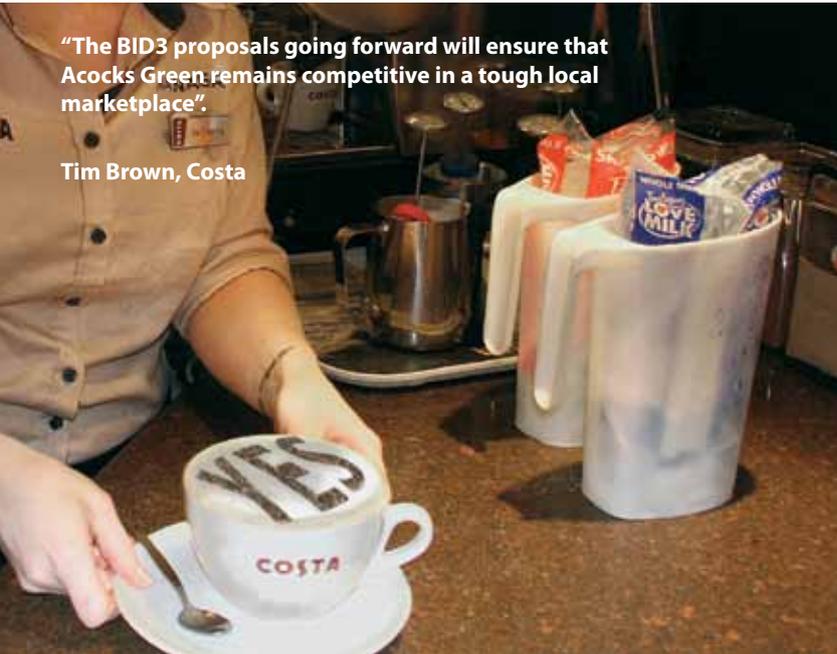
Acocks Green Village BID

**VOTE
YES!**



“The BID3 proposals going forward will ensure that Acocks Green remains competitive in a tough local marketplace”.

Tim Brown, Costa



Your next steps to securing the future of Acocks Green Village!

Please read this Business Plan and contact Acocks Green Village BID Manager Sandy Gianni on 07415 638 878 if you have any questions.

For more information on this document or the ballot process please contact:
Acocks Green Village BID
Acocks Green Library
Shirley Road
Acocks Green
B27 7XH
Email agvbid@gmail.com
Full ballot arrangements are available at www.acocksgreenbid.com

“Plenty to lose!!!”

**VOTE
YES!**



[acocks-green-village-bid](https://www.facebook.com/acocks-green-village-bid)



[@acocksgreenbid](https://twitter.com/acocksgreenbid)

<http://www.acocksgreenbid.com>

Voting ‘YES’ will ensure that the BID is retained for a further five years!