

# Acocks Green BID



Issue 4 2011

## Village BID Wins Your Support

**After a year's planning, six months of campaigning and four weeks of voting, local businesses have voted YES to a Business Improvement District (BID) for Acocks Green.**

This is fantastic news for the Village as it secures half a million pounds of investment for the centre over the next five years in the face of major retail development proposals on our doorstep.

It also sends out a hugely positive message that Village businesses are keen to invest in and further develop their own businesses and the centre as a whole, for the benefit of businesses, residents and visitors alike.

Councillor Timothy Huxtable, Cabinet Member for Transportation and Regeneration at Birmingham City Council said: "I am delighted that the businesses have voted in favour of the BID being established, allowing them to begin to enjoy the same benefits and sense of

## Ballot Result

To be successful the BID Ballot must secure a majority (51%) of those who vote by a) number of votes in favour and b) total rateable value of votes in favour.

Acocks Green Village Ballot achieved:

- 76% of votes in favour
- 64% of rateable value in favour

Turnout was 44% and around 80% of independent businesses that voted were in favour of the BID.



local empowerment as businesses in existing BID areas."

On the same day that this decision was announced, successful Ballots were also announced for Northfield and Sutton Coldfield, bringing the total number of BIDs across Birmingham to nine.

## Opportunities For You and Your Business

Could your business skills boost the BID?

Spare Office Space?

Sign up for Village Radio Now!

Turn to page 2 to find out more.

## Could your business skills boost the BID? Call for Board Nominations

**Have you got the passion, drive, creativity or business background to make our BID a success? You don't need vast experience of running a business, to know anything about BIDs or even have a great deal of time to spare.**

BID Directors oversee the strategic direction of the BID, direct the work of the BID Manager and represent the business community in making sure that the BID delivers on its commitments.

TWELVE Business Directors will be selected and, subject to receiving sufficient suitable nominations, these will be

recruited proportionately from the different sectors that make up our business community as follows:

- 5 Retail
- 3 Commercial, Professional & Office Services
- 2 Leisure, Hospitality & Entertainment
- 1 Health & Beauty Services
- 1 Property Owner/Landlord

THREE Stakeholder Directors will be drawn from Birmingham City Council (1), from West Midlands Police (1) and from the local community (1 – nominated by

the Village Partnership).

Applications are invited from all businesses in the BID area.

To register your interest simply:

text **07823 534935** or email **acocksgreentcm@birmingham.gov.uk** including your name, businesses name and contact number.

For an informal discussion about becoming a BID Director call Matt Powell on **07823 534935**. More information can also be found at **www.acocksgreenbid.com**

**Closing date: 30 November 2011.**

## Spare Office Space?

**The BID Needs A Home**

**Do you have some spare office space in which you could accommodate the BID manager, or a meeting or conference room that could be used for Board meetings?**

If so, we need you to complete and return a very simple tender document. You can download one from [acocksgreenbid.com](http://acocksgreenbid.com) (under Opportunities) or email **acocksgreentcm@birmingham.gov.uk** to have one emailed back to you.

**Closing date: 2 December 2011.**

## Sign Up for The Village Radio Now!

**If you have always wanted to join the Village Radio but not signed up, you need to act now!**

One of the first benefits of the BID to be launched will be the Village Radio Expansion, which will see up to 50 handsets provided to Village businesses free of charge.

The Village Radio expansion project is part of a new Business Crime Forum, which will be launched early next year and whilst Village Radios will initially be released on a 'first come, first served' basis, the Forum will oversee the usage of the Radios to ensure that they are being put to their best possible use to deter crime.

Existing radio users will simply be required to sign a new set of terms and conditions as the BID takes on the funding of the radios.

## Next Steps for the BID

With our current town centre manager soon to be heading up north, the City Council is continuing to support the BID by funding an Interim BID Manager.

Matt Powell joins us for the next few months to ensure a smooth transition into a fully fledged and independent BID company. Matt's priorities for the next few months are:

- Setting the BID company up as a not for profit company limited by guarantee
- Recruiting the board of 12 business directors and 3 stakeholder directors
- Recruiting the BID manager
- Getting some key projects underway



### Email updates

It's the quickest and easiest way to get the latest information on the BID. You can register a work or personal email and we promise not to pass it on to anyone else. Register at [agvp@hotmail.co.uk](mailto:agvp@hotmail.co.uk)

## A Quick Reminder of What The BID Will Deliver

Over the next five years, the BID company will invest in measures that include:

- Working with businesses to capitalise on local trading opportunities
- Creating a marketing strategy, tools (to include an interactive website) and branding to enhance our image and appeal
- Enhancing the visual appeal of the Village throughout the year and especially at key trading periods such as Christmas
- Helping businesses to reduce costs and improve profitability by working together to eliminate crime and anti-social behaviour

The BID commences on 1st January 2012 and will run for a period of 5 years, financed by a levy based on the rateable value of your property so that it is fair and proportionate. The City Council, which also pays the levy on its properties in the BID area will collect the levy on behalf of the BID company, free of charge.



## Next Steps For YOU

The next few months will see the frantic pace continue, with key decisions about your BID and benefits to your business being made. We've compiled a tick list for you to return to us to make sure you don't miss out!

- Are you interested in being a BID Director? (deadline 30 November 2011)
- Would you like to offer to host the BID Manager (deadline 2 December 2011)
- Do you want to join the Village Radio scheme?

Name:

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Business name:

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Email:

.....

Contact telephone:

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**Don't waste a Penny of Your Levy. Get You Bill Paid in Time!**

**Don't forget to get ready for your Levy bill to arrive in January. Whilst the city council is collecting the Levy for us completely free of charge, any costs incurred due to non-payment by a businesses must be met by the BID Company.**

**Visit us online**

You can find out all about BIDs and specific information about our BID online simply visit [www.acocksgreenbid.com](http://www.acocksgreenbid.com) You can also download our newsletters and the results of the Business Survey.

# Hello and Goodbye

**At such a fantastic time for the Village, it is with regret that we say goodbye to Melinda Brown, the outgoing Town Centre Manager for Acocks Green.**

Melinda has worked tirelessly to improve the area over the last three and a half years, and without her efforts since March, there would be no BID today. The Partnership thanks her for all the work she has put in to the centre and wishes her well as she begins a new chapter in her life.



Melinda Brown

And at the same time, it's a warm welcome to Matt Powell who has been given the daunting task of stepping into Melinda's shoes. He arrives in the Village following two years working as Town Centre Manager for Stirchley, Cotteridge and Selly Oak and will be working hard to get the BID company up and running as well as meeting as many businesses as possible in the next couple of months.



Matt Powell

## Contact Us

Tel: **07823 534935**

Email: **acocksgreentcm@birmingham.gov.uk**

Post: **Acocks Green BID, c/o Acocks Green Library, Shirley Road, Acocks Green, Birmingham B27 7XH**

Affix Stamp

**Return to:**

Acocks Green BID  
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