

Acocks Green BID Newsletter



Issue 3 2011

Back the BID Campaign

We know trading conditions are tough - we are traders ourselves - but we don't believe that 'doing nothing' is an option. Becoming a BID is a truly one-off opportunity for Village businesses so we have to all act now.

The BID is also being backed by over £100,000 investment by Birmingham City Council – this kind of investment won't be put our way again if we say no.

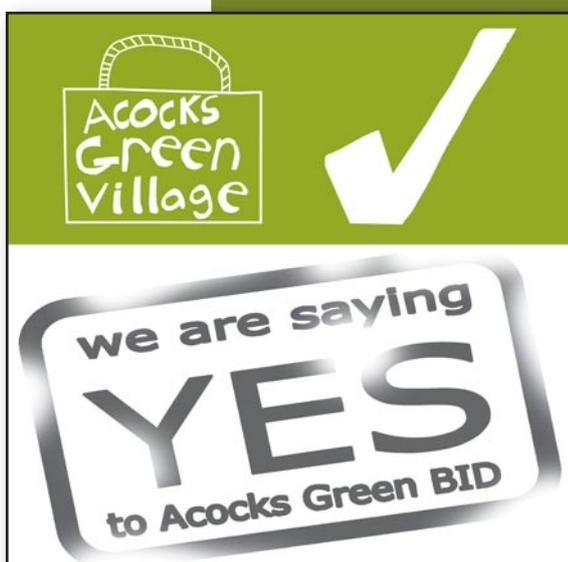
Over 500,000 sq ft of new commercial development is taking place around us, on the doorsteps of all our customers, right now. to develop the BID.

Birmingham already has six BID areas, led by the city centre with local centres Erdington and Kings Heath having already followed their success. Our BID will build on the successes and learn the lessons of other BIDs. It will be local to us; delivering on our local needs and managed by our local businesses.

Village businesses – it's down to you.

10 reasons to vote yes

- Additional investment on a scale unachievable by businesses working alone, targeted where you want it.
- A better image for the Village to attract more custom.
- Smart investment that creates a legacy of rejuvenation long after the BID concludes.
- A customer focused action plan.
- A better connected business community that can reduce crime and anti-social behaviour



- Collective marketing campaigns that deliver better value and results.
- New trading opportunities between BID levy payers
- A long term plan that gives businesses the skills and confidence to invest and grow.
- An effective business voice that can lobby to prioritise investment in our streetscape.
- No 'free-loading' all businesses make a fair and proportionate investment.

BID wins City Council Backing

Our proposal to invest £500,000 into the Village has taken another step forward after gaining overwhelming support from the City Council's Cabinet in July.

The Cabinet agreed a package of support to cover the set up costs and

running costs of the BID Levy collection as well as paying the Levy on its own local properties. This represents a contribution of circa £70,000 over the five year period and is on top of the £44,000 already provided by the Council

Talking. Talking. Talking.

We just haven't stopped talking to businesses about the BID – what it is, what it will do for you, how much it costs and what will happen if it isn't voted in.

The positive response from businesses has been tremendous. Small businesses are seeing what great value it is, particularly in terms of cutting their own marketing costs and getting so much more than they can accomplish on their own and of course the free Village Radio. Larger businesses are getting behind it so we can all 'raise our game' in the face of all the new competition emerging around us.

If you haven't talked to us enough about the BID yet and want someone to talk to simply:

- email us at agvp@hotmail.co.uk
- phone 0121 4640106
- text 07823 534935 (include your name and business name!)



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

How the BID Levy Works

The BID Levy (charge) is based on the value of each individual business premises so that it is fair for everyone. It is calculated as 2.5% of your rateable value and to make your Levy a fair reflection of the benefits you stand to gain, we are proposing a minimum Levy of £240 per annum and a maximum Levy of £6000 per annum.

Your contribution will help to raise circa £100,000 every year for five years and every penny will be invested into local business priorities.

The table below gives you an idea of what your BID Levy would be.

| Rateable Value of Property | Annual BID Levy | Monthly Cost | Daily Cost |
|----------------------------|-----------------|--------------|------------|
| £10,000 or less | £240 | £20 | £0.66 |
| £20,000 | £500 | £42.66 | £1.37 |
| £50,000 | £1250 | £104.17 | £3.43 |
| £100,000 | £2500 | £208.33 | £6.85 |

You can calculate your BID Levy by referring to your rateable value on your latest business rates bill or simply by asking us.

- 70% of businesses would pay £500 or less
- 40% of businesses would pay the proposed lowest levy of £240
- If you are already a Radio user don't forget to deduct the current £365 charge from your Levy to see what the real charge is for your business– the Radio will be free with the BID!

BID Timetable

Early September: 'Notice to Ballot' sent to businesses
Or head office where contact details provided

September 20th – 24th: Ballot papers sent to businesses
Sent to the same address as the 'Notice to Ballot'.

September 26th – October 27th: BID Ballot takes place
If you don't have your Ballot paper by the 26th Sept and you are not expecting them to be sent to your head office, let us know straight away.

28th October: the BID Ballot Result

If a Yes Vote is secured

1st November – mid January: Setting Up the BID Company
An interim board and BID manager will be appointing directors, registering the company, getting projects ready etc.

Mid January: BID Company launch



The Ballot (vote)

Ballot papers will be sent out to all businesses just before voting starts on Monday 26th September. (If we have been given a contact at your head office it will be sent to them.)

You will have just under five weeks to return your Ballot papers and a reply envelope will be included in your Ballot pack. It's best to get it filled in as soon as you receive it so it doesn't get lost or spoilt but if you still have questions before you decide how to vote just contact us – we are more than happy to answer any questions, any time.

The Ballot paper is extremely simple to fill in. You just tick yes or no. Sign it and return it in the enclosed envelope.

That's it!

Your Vote Is Confidential

Voting is done in the strictest confidence, only you will ever know how your business voted – unless of course you tell people! We will only know which businesses have or have not voted – so we know which ones to remind as the deadline gets closer.

BID projects preview

Thanks to all the feedback from Village businesses we have identified the core themes of the BID and have already been able to develop some of the projects that the BID would deliver.

We've already told you about a new scheme that would include the cost of the Village Radio in the BID Levy and increase the number of businesses with the Radio to at least 50. Now we can give you some more information about other projects we are designing to respond to your business needs.

Theme One

Growing Business Capacity for Change

Theme Two

Stronger Image, Better Promoted

Theme Three

Better Kerb Appeal, More Going On

Theme Four

Better Connected to Reduce Criminal Behaviour

Theme Five

Business Led & Performance Driven

Growing Business Capacity for Change

Many of us have the desire adapt to increasing customer expectations in order to create a more appealing, vibrant environment that delivers bottom line benefit to every business, but lack access to the right 'know how'. The BID would deliver expert support to those businesses that want it.

The opportunities for businesses to grow through developing local supply chains are exceptionally high. From catering to branded uniforms to team days out, we can all grow by using the businesses around us, if we know what we all have to offer.

Projects Preview

- A business network that provides the opportunity for businesses to connect with each other, to access support and develop new business.
- Specialist business training programme that is available to all businesses.
- Business to business directory of products and services available locally.

Stronger Image, Better Promoted

The overall presentation of the centre doesn't do justice to the fantastic range of goods & services and leisure & social pursuits the Village has to offer.

Businesses have told us that you spend £ thousands every year trying to promote your businesses but that you don't find it all that effective. So if, for example, you are thinking you need a website, stop. The BID can do it for you.

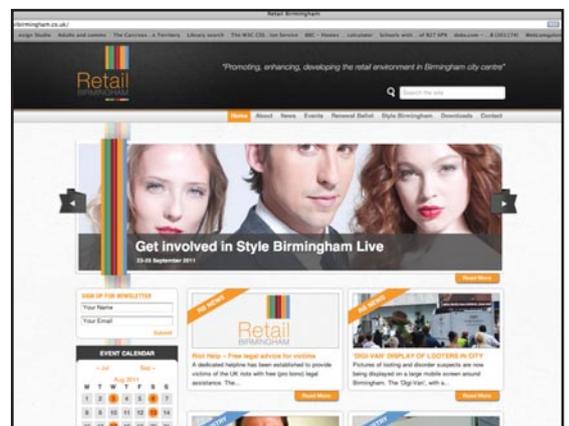
Part of the reason why we fail to attract many new famous high street names may be because commercial property agents don't seem to know much about the centre.

The BID will create a stronger image for the Village, deliver better results and much better value and open up

new marketing opportunities, all included in your BID Levy.

Projects Preview

- A Village website incorporating a business directory.
- Marketing materials with effective distribution channels to our target markets.
- Marketing literature designed specifically for potential investors.
- Build on our track record of coverage in local media.



Information on other projects we are designing will be published in our 'BID Proposal' which will be delivered to every business in the proposed BID area in September.

Four Weeks To Go – Are You Ready To VOTE?

Vist us online

You can find out all about BIDs and specific information about our BID online simply visit www.acocksgreenbid.com You can also download our newsletters and the results of the Business Survey.

From September to October your business will have a once in a lifetime opportunity to vote for investment into your business. Investment that will make a real difference.

HELP MAKE IT HAPPEN

**vote
yes**



Delivering the Working Neighbourhoods Fund

FAQs

Remind me what a BID is again?

It's a defined area (for us, the Village) within which the business community invest collectively into agreed priorities to improve the trading environment.

All businesses pay a fair Levy based on the value of their premises, which for us will raise circa £500,000 over the five years that the BID runs. The BID can be renewed with a new Ballot taking place towards the end for the five year period.

It isn't just another tax?

Every penny of our BID Levy, which is a very small amount compared to the other bills we all face, stays right in here in Acocks Green and we decide how it is invested. The city council is even footing the bill for collecting the Levy.

Becoming a BID will also enable us to generate more income, for example selling advertising on the BID website and sponsorship. We are also seeking voluntary contributions from local organisations and landlords.

What EXACTLY will the BID Do?

It will deliver projects that businesses have told us are important. A number of projects such as expanding the Village Radio, a website and business support are already being planned whilst other projects will evolve over the five year period.

Isn't it just for retail?

We love our shops but the Village is far more than retail alone, we have a vast range of service & leisure businesses as well as eating and drinking venues. The fact that some people think we are just retail tells us we need to do much more marketing of all that the Village has to offer!

If you are based around the high street, you will benefit from the BID. Whether its environmental improvements, access to better marketing, reducing business crime or developing new business with other Village businesses, you stand to get out much more than you put in.

What is the council contributing?

The city council is contributing around £70,000 over five years. This is on top of the £44,000 the council is already investing in developing the BID.

How does the vote work?

The Ballot will decide whether or not the BID goes ahead and only business rate payers are allowed to vote. It will be a postal Ballot. Each business premises will have one vote and for the BID to proceed the Ballot must secure majority support (51%) of those who vote by a) number and b) rateable value.

When do I vote?

Voting will take place from 26th September to 27th October 2011. Although that sounds like plenty of time, paperwork can have a habit of disappearing so its best to get your Ballot paper filled in and posted off straight away.