



Acocks Green Village BID FOCUS

Newsletter Issue 2

Focus on ... a cracking end to our first year!

Hi everyone and welcome to the final edition of BID FOCUS for 2012! The first year of the BID has flown by, and we've seen some really great things happening in our Village.

We had a terrific Festive lights switch-on event, with hundreds turning out to enjoy the market, the stage acts and music, culminating in the grand switch-on at 4.30pm. All of the lights are brand new this year and were chosen in line with the BID logo colours, as that represents all of the businesses in the Village!

Inside the middle pages there is a whistle-stop tour through the BID priorities, as laid out in the business plan that you voted on back in November 2011, highlighting what we have achieved, and approximately what has been spent in each of the areas in 2012.

As the BID will soon have been in operation for a year, at 9am on Friday 18th January we will be holding the AGM at 'Route 44' at the Inn on the Green, and we would like to invite as many of you as possible to come along and join us for this event. It will be your opportunity to come along, air your views and discuss what we have achieved in 2012, and what the BID is planning for the Village in 2013.

Some of the new projects being proposed by the BID sub-groups for 2013 include;

- A dedicated street cleaner for the BID levy area to keep the streets clean and tidy, including graffiti and gum removal, bin cleaning and pavement cleaning
- A town warden to work alongside WM Police so the Village is always covered
- Increased hours for the management team to enable them to spend more time talking to businesses one to one
- Quarterly events to increase footfall

We would urge you all to make the most of the Village events by doing special offers, getting your people out on the streets with leaflets and doing promotions on those days to attract residents and visitors alike into your stores and businesses.

The new Village website will shortly be up and running too. It will have a full Business Directory, and you will be able to request login details to edit your own page. You may load pictures, special offers, contact details and any other information you like.

As the BID Manager, I would like to say that you have made my first year in Acocks Green very enjoyable. I hope to see most of you at the AGM, and please remember, any issues that you wish to discuss with me, or with my assistant Dan, then drop us an email at agvbidinfo@gmail.com or call the office on 0121 706 7581, and we will pop along to see you.

I hope you have a fantastic and profitable Christmas, and lets all wish for a prosperous New Year!



Sandy Gianni, BID Manager
Your Money – Your Ideas – Your Control



Acocks Green Village BID



Focus on ... 2012 Goals and Achievements!

The BID team and Directors have been working very hard this year to deliver the business plan and create businesses opportunities for you to actively engage. This has included business related training, helping to highlight and address crime prevention, creating street events and markets in the town to increase footfall, and by promoting the town and its events at every opportunity and through multiple mediums.

Our themes ...

Growing Business Capacity for Change

- Developing specialist business training and an opportunity for businesses to network and inter-trade.
- Working jointly with Solihull College and South & City College Birmingham, the BID has offered NVQ's, CMI courses, the Young Apprentice Programme (including the BID young apprentice Dan O'Neill), and free training courses on such things as Health & Safety, Manual Handling, First Aid, Food Hygiene, Window Dressing and Sales Powered By Service
- Creating a business to business directory of products and services available locally as part of the AGV BID website

Proposed spend as voted for by you **£21,000**, 2012 spend to date **£7,761**
Underspend to date + **£13,239** plus income generated **£1,500 (Total + £14,739)**

Stronger Image, Better Promoted

- Creating a Village website with online business directory (with a login for every business to update their page), live twitter feed, social network links and a mobile site
- Creating marketing materials to promote the Village, its events and the crime reduction programme
- Newsletters to keep businesses informed of BID activities
- Sponsorship of the AGV Carnival and the new Village Calendar 2013
- 'Welcome to the Village' lamppost banners
- Regular press releases in the local media

Proposed spend as voted for by you **£16,500**, 2012 spend **£17,000**
Overspend to date - **£500** plus income generated **£860 (Total + £360)**

Better Kerb Appeal and More Going On

- Enhancing floral planting including first ever entry into Britain in Bloom (Bronze Award)
- New and improved Festive lights
- A programme of street-based events, markets and activities
- Working with BCC to enhance the public realm (new street furniture and deep cleaning exercise)*
- Consultees on behalf of the AGV businesses on all aspects of the new 'Smart Route' proposals
- Engaged in talks with landlords and business owners about vacant shops, and bringing Arden House back into economic life
- High-level graffiti removal

Proposed spend as voted for by you **£14,100**, 2012 spend **£20,925**
Overspend to date - **£6,825** plus income generated **£4,682 (total - £2,143)**

*Money committed by the Council for public realm improvements **£75,000**

Better Connected to Reduce Criminal Behaviour

- Expanding the Village radio scheme to 50 handsets and ensuring that they work effectively to help address criminal and anti-social behaviour
- In partnership with West Midlands Police, we established an interactive business crime forum with quarterly Village meetings to exchange information and intelligence
- Making crime prevention training available to all businesses, including security audits of your premises on request
- BVillage specific projects; 'Know your local Policing team', 'Cuppa with a Copper', the 'Smile' campaign, and working towards an 'Alcohol Free Zone' which is part of a broader Birmingham-wide application
- Brand new, high quality CCTV cameras across the whole of the Village*

Proposed spend as voted for by you **£10,400**, 2012 spend **£11,000**
Overspend to date - **£600**

*whole cost of new cameras funded by BCSP **£9,000**

Business Led, Performance Driven

- Led by an experienced town centre/BID Manager
- Regular monitoring and reviewing of Council service with the board and elected members
- Office, financial, legal and administration costs

Proposed spend as voted for by you **£33,000**, Actual 2012 spend **£29,600**

Underspend to date + **£3,400**

Contingency - Proposed spend as voted for by you **£5,000**

Proposed spend for 2012 (as in the business plan)	£100,000
Total 2012 (at the time of going to press)	-£86,286
Total	£13,714
Plus income generated	£7,042
Total (to take forward into year 2)	£20,756

A little on the legalities ...

How is the BID funded?

The BID's activities are principally funded via the BID levy charge of 2.5% of rateable value. This charge is payable by business ratepayers and is collected by Birmingham City Council on behalf of the BID. The funds are then passed to Acocks Green Village BID Company Limited, an independent and private sector led 'not for profit' company, to invest on behalf of the business community, in line with the approved BID business plan. To date 95.4% of the levy in Acocks Green has been successfully collected.

The estimated total revenue to be raised from the BID levy in each of the 5 years of the programme, is approximately, **£105,000 (£525,000 over 5 years)**, with additional funds being generated wherever possible and appropriate.

How is the Acocks Green Village BID delivered?

The BID's activities are delivered by Acocks Green Village BID Company Limited, with a Board of 15 Directors who are accountable to the BID levy payers (Any business that pays the levy can put themselves forward to be considered for a place on the BID board should a vacancy become available). In line with the BID business plan, all levy payers will be eligible to become members of the BID Company.

If you have any questions or comments on any of the above, or wish to discuss any aspect of the BID, please contact the BID Manager, Sandy Gianni on agvbid@gmail.com or on 07415 638 878

2012



Village in Bloom ...



Looking cool at the Farmers Market!



Storenet radios in action at Jeffries

2012



King Pleasure performs for AGV



FREE premises security audits



Village in Bloom!



Free balloons for all



Two of our lovely market stalls



Winter Fashion Show by Dazzle



Mad Dominic, brilliant as our Santa!

2012



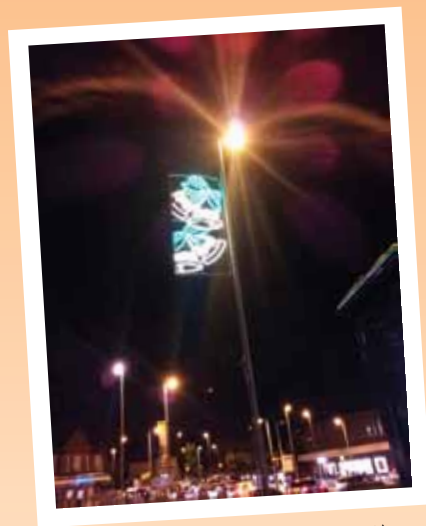
Adding lots of colour to our Village!



Floodlit stage!



Magic Roundabout



Lighting up a great town



Village cotton bags - free from Santa



Anthony - our fantastic events DJ!



'Mecca Rebecca' struts her stuff!

'Board Talk' ... Jon Morris, Community BID Director



In November of this year, I did a presentation to the Council's Scrutiny Committee on Local Centres. Scrutiny Committees are all-party committees of councillors who consider the Councils policies and make recommendations for changes.

I was asked to give evidence because of work I am doing on the benefits and disadvantages of centralised and decentralised local economies. As a Director of the Acocks Green BID, this naturally led to me talking about our BID as well.

I emphasised the importance of local centres as;

- Providing the access to buy the goods and services that are appropriate for that neighbourhood without needing to take the car to the shops
- Providing a focus point for a community to meet and access all sorts of services, entertainment and events
- A place for people to meet and to work (there are over 35000 jobs in local shopping centres across the City)

From my other work I emphasised the value of local control of decision making. The evidence from across the world shows that the higher the proportion of locally owned business the greater the job growth, the greater the local involvement in voluntary organisations and politics and the better the health outcomes.

This is about the people with the power to make key decisions, making them on the basis of their commitment to, and understanding of the area rather, than having decisions being made in a remote head office. Another key feature of the local success is that businesses and the public sector work effectively together.

This work is really considering much larger areas of course than the centre of Acocks Green, but the BID epitomises the principles of local businesses working together for the common interest of the area, and helping other individuals and organisations to make a difference to our community.

And finally ... A word from Glen Alexander, new Head Teacher of Archbishop Ilsley Catholic School



I am delighted to have been appointed as the Head of this great school, and will work tirelessly to promote the best interest of the pupils, staff and our local community. We expect our pupils to behave considerately and respectfully towards their local fellow residents. We are an orderly school community but unfortunately there are a small minority who are found engaging in anti-social behaviour.

From the school's perspective, misbehaviour on or near school premises can have a negative impact on the learning environment and on the way the school is regarded by the local community. I would like to address this with your help. As shopkeepers and business owners, please can I encourage you to report any incidents of misconduct as soon as you can, so that we may act. We will not tolerate unacceptable behaviour and will take action against any of our pupils who are identified.

It is good that the BID has given me this platform to talk to you, so please contact me on 0121 706 4200 or email me at enquiry@ilsley.bham.sch.uk if you wish to report any incidents involving our pupils or you wish to discuss any matters with me. I would welcome you to come and meet me, and to visit the school which is so much part of this wonderful community. We want to work more closely alongside the businesses, and by working together we will all benefit from a safer, more attractive and more prosperous community. I have met with your BID Manager Sandy Gianni, and Fran Lee the In Bloom Co-ordinator, and I am very excited by their vision for the Village.

Our school is founded on Christian values and our school motto is 'Justus et Tenax Propositi' which means 'just and firm of purpose'. A motto is a fine thing ... but you as the community must challenge us to live up to that motto!