



WEST BROMWICH

Business Improvement District

Business Plan 2020 - 2025

Our Future Our Town

Giving **businesses** the opportunity to **influence** and **invest** in the **town's economic prosperity** and **potential**



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WEST BROMWICH
Business Improvement District

Our vision

for West Bromwich town centre

Message from the Chair - Rebecca Jenkins

“

I have had the pleasure of representing West Bromwich BID as the Chair for the last 3 years after taking over the role from the previous Chair, Mel Glasby. I been extremely impressed by the dedication of the BID staff, Lisa and the two Town Centre Ambassadors, Josh and Tony.

They have all worked tirelessly to deliver a whole host of initiatives to make West Bromwich town centre a better place to work in, visit and do business in. And although a lot has been achieved, we still have more to do. The business plan presented here shows how we have learned from our achievements and from the challenges we have encountered along the way, to create a new and ambitious vision for the business community in West Bromwich town centre. We now have a solid foundation and a wide range of networks and partnerships that can take West Bromwich town centre to the next level.

Help us to deliver this by voting yes in the postal ballot in February 2020 so we can renew the BID for another five exciting years.

Rebecca Jenkins – Chair

”



**Message from
the BID Manager**
- Lisa Hill



I have worked for the BID since its inception in 2015.

Before that, I worked for the Black Country Chamber of Commerce in a partnership with Sandwell Council to lay the groundwork for the BID, so I have been active in making improvements to West Bromwich Town centre for 8 years. Those of you that know me know that I am passionate about making sure that the voice and interests of town centre businesses are front and centre in all my dealings with partners and networks.

I believe that it is crucial to have this representation to achieve the vision that we have for a thriving and vibrant town centre. My team and I have achieved a lot in the last five years and delivered many events, security improvements and business initiatives to make West Bromwich town centre a much safer, cleaner and more attractive place for businesses, shoppers and visitors.

But we can still do so much more in the next five years if you give us your vote in February 2020.



Lisa Hill – BID Manager



What is a BID?

A Business Improvement District is a defined geographical area in which a small levy is charged on all liable parties for business rates in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.

There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be in addition to services provided by Local Authorities. Improvements may include, but are not limited to, extra safety/security, cleansing, marketing and environmental measures.

Over 300 Business Improvement Districts around the UK are now successfully operating and making a positive, tangible difference to business and the economy.

Purpose and Benefits of a Business Improvement District:

BID's are business-led and business-funded organisations to improve the commercial well-being of a specified geographical area. The projects carried out by a BID must be beyond the statutory responsibility of the local authority and police.

All businesses will be represented and have a stronger voice in issues that affect West Bromwich Town Centre.

BID's are legally established having been voted for by businesses in the defined geographical area. BID's operate up to five-years at a time and after this cycle, a vote is required for a BID to continue.

Key BID Facts:

There are now over

300

BID's across the UK

Each BID term lasts up to

FIVE YEARS

90%

Over 90% of BID's have received the endorsement of a "yes" vote at renewal

For more details on BID's visit:
www.britishbids.info



“ We are very pleased to be opening a new gym in West Bromwich and to be part of the Business Improvement District. It is our hope that improving the fitness and leisure facilities that the town has to offer will impact positively on residents. With the current focus on mental health, an affordable way to keep fit and stay healthy could become an intrinsic part of the West Bromwich BID.”

Adrian Tweed - JD Gyms



Funding the BID?

The main source of BID funding is the annual BID levy, which will be applied to all business ratepayers as follows:

- The levy will be set at 1.75% of rateable value
- The maximum total annual BID levy payment will be capped at £5000 for any individual premises
- No relief is proposed for vacant premises
- The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, which is 80%
- The BID will also look at other sources of funding, including match funding and grants available
- The BID levy will be applied to hereditaments with a rateable value of £5000 or more, except for private car parks





From left to right: Josh Webster – Town Ambassador,
Tony Vogan – Town Ambassadors, Lisa Hill – BID Manager.

The West Bromwich Town **BID TEAM**

“ Our Street
Ambassadors
are the eyes
and the ears of
the town centre.
”

West Bromwich Town BID

Story so far

- over the last 5 years

The BID has achieved many successes in West Bromwich Town Centre. An ongoing commitment to the BID will ensure continuity of services and provide exciting new opportunities.

BID1 PROJECTS WHICH HAVE BEEN COMPLETED...

Tackling empty units – This project was completed in year 2 and was replaced by a Security Project

- Vinyling of empty units

Signage – This project was completed in year 2 and was replaced by a Security Project

- Signage has been allocated throughout the BID area including New Square Shopping Centre with some additional Tesco funding.



Extra Town Centre cleaning

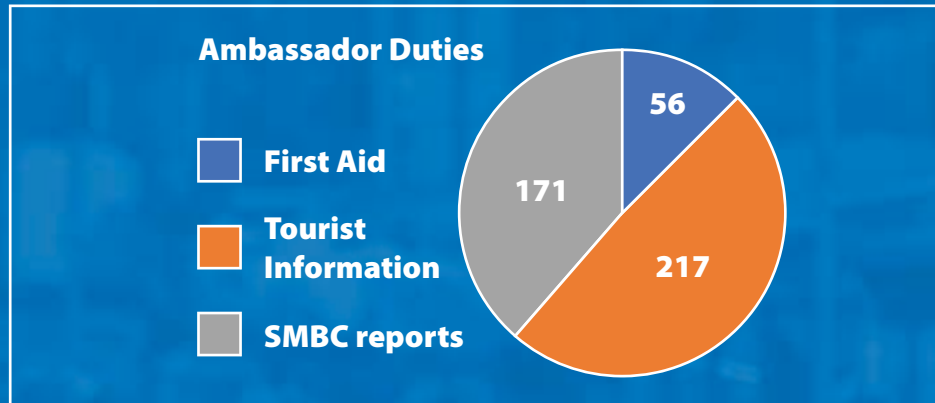
- Litter picking 6-8pm 6 days week
- Intense jet Washing 6 times a year
- Graffiti Removal



“
Wesley Church completed a survey today and gave some lovely feedback on the BID "The work carried out by Lisa Hill and her team is second to none. West Bromwich is very fortunate to have such a dedicated leader and hard working team". thank you
Wesley Church
”

Town Ambassadors – on-street presence

- Town Ambassadors have played a crucial role in welcoming and assisting visitors and working closely with security officers, Environmental Protection Officers (SMBC) and the Police team. The Town Ambassadors have made over 5000 business visits over the BID's term responding to a range of issues including delivery of BID news, ASB concerns and assisting with marketing.
- Our Town Ambassadors along with West Midlands Police have joined up with Sandwell College on introducing "Youth Street Watch". We have 6 college students who patrol for 2 hours every month. These patrols are with Town Ambassadors and PCSO's.
- Our Ambassadors carry Body Worn cameras to assist West Midlands Police with enquiries and investigations.
- BID team attended Modern Day slavery, CSE and County Lines training with West Midlands Police
- Ambassadors have completed 56 first aid reports
- Ambassadors have helped over 200 members of the public asking for directions
- Ambassadors have completed 171 reports to SMBC on broken slabs, street lighting problems etc
- Ambassadors have completed patrols around the BID area with over 25,000 contact points



Story so far

...continued



Safety/Security

- West Bromwich BID manage the Radio Link Scheme which has over 60 businesses. This includes Sandwell CCTV, Town Ambassadors, Security Guards in shopping centres, businesses, Sandwell College, SMBC EPO's and town police team. The scheme enables users to share real-time information and knowledge.
- The BID leads a "Business Crime Reduction Partnership" meeting on a monthly basis with relevant businesses i.e. Pubs, Restaurants, Sandwell College, Shops, New Square Shopping Centre, Queens Square Shopping Centre, Kings Square Shopping Centre, Astle Park, West Midlands Police and officers from SMBC. This helps develop a partnership Strategy.
- Key partners for the installation of the knife bin in the town centre to help tackle knife crime.
- The BID has also provided training courses on Counter Terrorism and drug/ alcohol awareness.
- The BID has also assisted with De-Fib/ Bleeding kits training for businesses



Events & Marketing

- BID News has over 19 editions completed and distributed out to all BID area businesses. This gives businesses the chance to advertise their business.
- The BID has over 3,000 social media followers across Twitter, Instagram and Facebook. The BID has a dedicated website www.westbromwichtown.co.uk which provides a comprehensive business directory for businesses, events calendar and news-feeds with over 30,000 new users visiting our website.
- The BID has organised an events calendar over the last five years. These events are to promote the town centre offer and drive footfall.

These have included:

- Halloween Outdoor cinema
- Easter Petting Zoo
- Summer BBQ
- Toy Town
- Titan the Robot
- Sports day
- Litter picking events with Tipton Litter Watch
- De-Fib training for businesses
- Launch world cup event
- Sandwell Arts Festival
- Xmas Extravaganza (Sunday event)
- Birmingham, Sandwell & Westside Jazz Festival
- Dance and drama events with local talent at our local colleges

● Events - Christmas Light Switch-on

- The BID provides the Christmas light switch-on which is one of our biggest events of the year. This is hosted with Free Radio. It attracts over 2,000 members of the public each year. A celebrity switches on the lights with children's entertainment for the kids. A great all-round event for everyone "free of charge".

Floral hanging baskets

- Businesses indicated to the BID they wanted some colour in the town, the BID took this on board and organised 60 hanging baskets twice a year to help brighten the streets for the summer and winter Months.

West Bromwich Staff Loyalty Scheme

- This scheme is available for the staff who work in the West Bromwich Town BID area. The BID has organised discounts or offers available in selected stores in the town. To see the stores involved staff can download the App or click on our website www.westbromwichtown.co.uk and click on the BID Card tab.



The Consultation Process

West Bromwich Town BID have been consulting with businesses within the BID area as part of its process of developing our business plan for term 2 from 2020 to 2025.

Businesses had the opportunity to take part in the consultation by completing a survey with Ambassadors or BID Staff. This was completed face-to-face or by email links.

The priorities that businesses said were important will underpin the activities and projects proposed for the BID2 Business Plan.

277 BID Businesses have been involved in the consultation process and your feedback has been crucial to the development of this business plan. Our research has included: -

- Business surveys
- One-to-One business meetings
- Business visits to discuss opportunities and issues
- Electronic survey

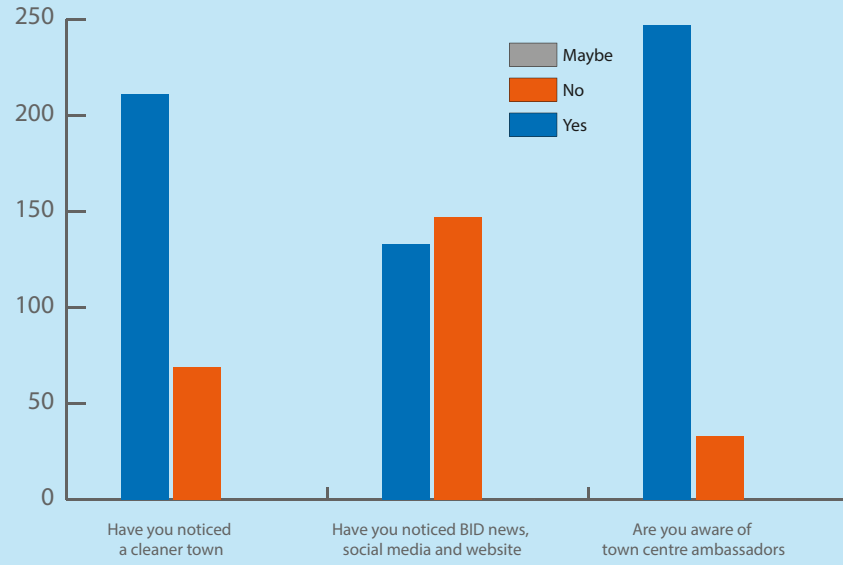
Our 'research to date' document has highlighted the following projects:

- Provide a uniformed presence in the town centre
- Maintain and promote the website for the town
- Electronic security device for information sharing for the businesses e.g. Disc or Sentris
- Intense jet washes, litter picking and more maintenance for a cleaner town centre
- Provide and manage the radio link scheme
- Work with partners to promote events in the BID area
- More hanging baskets and planters to brighten up the town centre
- More bins/cigarette bins and chewing gum holders
- Introduce business maps/guides or App
- Loyalty card scheme
- Work with partners to tackle the challenge of homelessness in the town centre





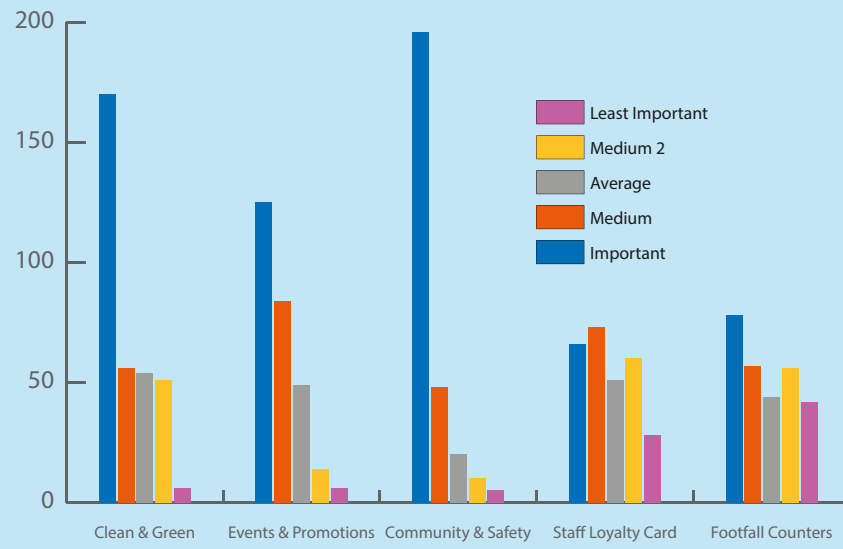
Project Feedback

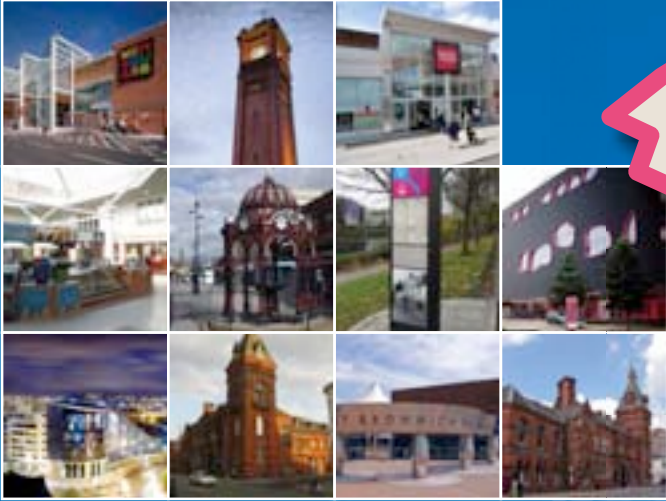


“ Stewart from The Wheatsheaf PH – I value the BID New magazine as I show my customers the information concerning the re-developments in Carters Green and any information about the rest of the town centre – thank you BID team’ Stewart - The Wheatsheaf ”



Project Priorities in West Bromwich





West Bromwich BID Area

The West Bromwich BID includes the core retail area of the town centre, including all of the following streets:

Astle Outlet Park	Congregation Way	Providence Place
Kings Square Shopping Centre	Cronehills Linkway	Price Street
New Square Shopping Centre	Edward Street	Reform Street
Queens Square Shopping Centre	George Street	Sandwell Road
Bratt Street	High Street	Spon Lane
Bull Street	Lodge Road	St Michaels Street
Carters Green	Lombard Street	Thomas Street
Church Street	Lombard Street West	Victoria Street
	Moor Street	West Bromwich Ringway
	New Street	





“

We support the BID here at Admiral Casino, West Bromwich, we feel they are our direct link to the local community and businesses. We have received great service from the ambassadors who are available to provide support, ideas and even help advertise our business.

We regularly share information and work together to keep the area shining and buzzing. We can see what a difference it has made to the area and it would be a real shame if this was not continued.

Danielle Collins - Admiral Casino Manager

”



Your vision – Your future

for another 5 years with BID 2

2020 – 2025

During the consultation the businesses identified several themes that are important to them, these are:

- Cleaner
- Greener
- Marketing, Events & Communications
- Ambassadors
- Security

Over the next five years the BID will build on our strong working relationships with Sandwell MBC, West Midlands Police, West Midlands Fire Service, Local colleges and schools, Local Enterprise Partnerships, Transport for West Midlands, West Midlands Combined Authority and a host of other partners who are beneficial to the economic regeneration and a stronger and safer community.

Cleaning Project:

- Litter picking 7 days a week after 6pm
- Graffiti removal
- Weed removal in public spaces
- Intense jet wash 6 times a year to reduce dirt and the build up of detritus
- Cigarette bins distributed around the BID area
- Recycled chewing gum pots to be distributed around the BID area
- Chewing gum removal from pavements

Greener Town Project:

- Hanging Baskets in the BID area
- Planters in the BID area

Marketing, Events & Communications Project:

● Events

- Full yearly calendar to include all bid areas will be updated on www.westbromwichtown.co.uk
- The events will include a Street Circus, Activity (fitness/Health) workshops, Titan the Robot, World Cup event, Foodbank and local charity events, Religious celebrations, Christmas Light Switch on event etc

● Marketing/Communications

- Social media – providing marketing promotion for businesses and a useful resource and contact point for information for visitors > over 3,000 followers
- Website – the website is a directory of shops in the BID area with up-to-date news and events being organised for the area > over 50,000 visits 20% returning visitors 80% new visitors
- BID News and helping businesses promote their business > 19 editions have been issued in 5 years and reached over 10,000 residents in the B70 postcode



- Loyalty Card for people who work in the BID area to spend with local businesses
- Consultation Surveys to be completed twice a year
- West Bromwich Town App which will include Way-Finding with Google maps

Ambassadors Project:

- Ambassadors to attend training courses to help them improve performance
- Additional full time Ambassador to be recruited
- Ambassador patrols around the whole BID area
- Each business will be provided with a named Ambassador contact who will visit them at least once a month or on request.
- New uniform for Ambassadors to make them more visible.

Security Project:

- Security App to be implemented in the BID area
- Maintain current radio Link system
- Continue with Business Crime Reduction Partnership
- Pub Watch/Bet Watch schemes
- Youth Street Watch scheme to engage with the youth of the town centre
- Lead action walkabouts – patrols with partner organisations on key themes such as homeless, begging, street drinking and drug use
- Delivery of an alternative giving campaign to tackle rough sleeping and begging in the town



Budgets

Proposed budget for another 5 years:-

What you Want	How it will be achieved	Yearly Investment
Marketing, Events and Comms	Enhanced Events Programme for the BID area. BID news, Social Media, West Bromwich Town Website, West Bromwich Town App	£70,000
Ambassadors	Ambassadors to welcome visitors, improve security and work in partnership with town centre stakeholders	£90,000
Security	Security App for businesses, Business Crime Reduction Partnership and Pub Watch/Bet Watch	£9,000
Cleaning	Extra cleaning in the town centre	£25,000
Greener	Hanging baskets and planters to brighten up the town	£10,000

Operational costs	
Staff	£70,000
Accommodation	£10,000
Billing Costs	£16,000
Contingency	£15,000
Total	£315,000 per year

“

Being a small independent retailer we are supporting the West Bromwich Town BID and believe it has an important part to play in helping to keep retail alive in West Bromwich. The BID helps to create interaction between retailers and customers at the heart of the community and organise events that help to create this social interaction.

If the BID wasn't around, small businesses like ours wouldn't get the support to help our town thrive and attract new businesses, loyal shoppers and visitors.

Paul – WestBomb, Queens Square West Bromwich

”





Ballot

1. ERS (Electoral Reform Services) will send those responsible for the properties or hereditaments to be subject to the BID a ballot paper prior to the start of ballot.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on 18th February 2020 and close at 5pm on 26th March 2020. Ballot papers received after 5pm on 26th March 2020 will not be counted.
3. In order for the proposal to renew the West Bromwich Town BID 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 of the BID proposal must exceed those voting against it, and
 - b. Of those ballot papers returned by close, the total rateable value of those properties or hereditaments which vote in favour, must also exceed the total of those voting against.
4. The result of the ballot will be announced as soon as practically possible after close of ballot.
5. If successful at the ballot, the new BID will commence delivery of services on 1st July 2020 and will continue for a period of 5 years to end 30th June 2025.

BID Rules

In developing the rules that will apply to the BID, consideration has been given to “The 2019 National BID Criteria” produced by British BIDs



Finances

1. It has been assumed that a minimum of 90% of the billed Levy will be collected each year, and this collection rate has been applied throughout the term. This is in line with collection rates achieved to date.
2. The budgeted income from Levy collection in the first year is approximately £315k against 529 hereditaments
3. The average budgeted annual Levy available to be spent by the BID for the term is £1.56 million
4. A contingency provision on expenditure provides for an anticipated surplus of £10,000, by the end of the term which equates to approx 0.5% of expenditure
5. Operating costs are expected to be below 30% of total income or expenditure





The Levy

1. The Levy rate to be paid by each property or hereditament in the first year of the renewed BID is 1.75% of its rateable value as at the 'chargeable day' based on the 2017 Ratings List at that time.
2. Only properties or hereditaments with a rateable value of £5,000 or more will be liable for a payment of the Levy.
3. The number of properties or hereditaments liable for the Levy is estimated at 529.
4. The maximum Levy to be charged on any single hereditament will not exceed £5,000 per annum in any year.
5. The levy will be charged annually in advance, although businesses which cease to have liability for business rates during the year will be entitled to a refund for the remainder of the period
6. The Levy will be charged as one amount annually in advance, with the chargeable period being July – June each year
7. The owners of untenanted properties or hereditaments will be liable for payment of the Levy.
8. Charitable organisations that are subject to relief on their business rates liability will pay at an 80% reduced rate.
9. Private car parks for private use will be exempt from the Levy.
10. If, during the term, the rateable value assigned to a property or hereditament falls below £5,000 for whatever reason (either through physical change, change of use, or revaluation arising from the adoption of a revised rating list) the property will be exempt from the Levy from the next chargeable period.
11. The exception to this will be any change of use or a physical change to a property or hereditament including amongst other things, new construction, merger, subdivision, extension and refurbishment which results in the issue of a new entry in the ratings list current at that time.
12. Sandwell Metropolitan Borough Council will be responsible for the collection of the Levy and will make an administrative charge of £16,000 per annum.



Governance

1. The community interest company which manages the BID will continue.
2. The Company's Executive Committee will continue to operate and, if successful at ballot, it is intended that a BID Committee, including Directors of the Company, will continue to represent Levy paying businesses within the BID area. The BID Committee will be made up of Levy paying businesses.
3. 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.
4. Notice of the intention to hold a ballot will be given to the Secretary of State by 19th November 2019. Notice of ballot will be sent to participating businesses by Sandwell Metropolitan Borough Council within the required statutory period.
5. The BID will continue to monitor performance against agreed annual objectives and targets and will report to Levy payers at least once a year. Regular updates and periodic newsletters will keep businesses informed.



EVERY VOTE MAKES A DIFFERENCE

The West Bromwich BID 2 postal ballot will open for voters on 25th February 2020 and closes at 5pm on 26th March 2020. Ballot papers received after 5pm on 26th March 2020 will not be counted.

Your Vote couldn't be easier:

Step 1

Ballot papers will arrive at all of the businesses within the BID area asking for their vote after 25th February 2020

Step 2

Voting lasts 28 days

Step 3

Voting "yes" will establish a BID in West Bromwich for the next 5 years and secure up to £1.56 M of investment

Step 4

Ballot papers must be returned no later than 5pm on 26th March 2020

Step 5

Friday 27th March receive results by 5 pm

Step 6

If a majority of those vote are in favour, the new services will be guaranteed from 01/07/2020

Ballot Timetable:

Notification of Ballot 13th February 2020

Ballot opens after 25th February 2020

Ballot papers issues to businesses

Ballot closes - 26th March 2020

Ballot papers must be received no later than 5pm

Ballot results announced - Friday 27th March 2020

✓ YES

Announcing the Results:


The result of the ballot will be announced on Friday 27th March 2020. If successful the new BID term will continue delivery of services on 1st July 2020 - following the expiry of the current BID term.



USE YOUR

VOTE!

25TH FEBRUARY
- 26TH MARCH 2020



WHY YOU SHOULD VOTE YES

WITHOUT A MAJORITY YES VOTE

We would lose the connected, collaborative business community that we have all worked hard to build and the incredible benefits this has brought to the town centre. The current BID term would come to an end on 30th June 2020, resulting in:

- ✗ NO Town Ambassadors patrolling your town
- ✗ NO BID loyalty card
- ✗ NO Business Crime Reduction Partnership meetings
- ✗ NO joined up support scheme to manage rough sleeping or begging
- ✗ NO Graffiti removal from private premises
- ✗ NO Events Programme including xmas light switch-on and many more
- ✗ NO Colourful hanging baskets
- ✗ NO dedicated website or social media feeds promoting our town and events
- ✗ NO BID News Magazine
- ✗ NO BID Networking events
- ✗ NO Reporting of uneven paving, broken posts
- ✗ NO Point of contact to report fly-tipping and SMBC issues
- ✗ NO Voice for West Bromwich Businesses in local, regional and national forums
- ✗ NO Additional Cleaning on the high street

However, with a majority YES vote, not only can we maintain our thriving business network and wide range of successful services, we can continue to improve and develop West Bromwich Town to achieve its exciting potential.



WEST BROMWICH

Business Improvement District

Working in partnership with...



The West Bromwich Town BID are one of the strongest partners for West Midlands Police within the Town. Their drive, commitment and innovative ideas all contribute to ensure West Bromwich Town Centre is a safe and welcoming place to live, visit and shop. Keep up the hard work BID and we look forward to working together for another five years.



Sandwell College fully supports the renewal of the BID for further funding. Working with the BID across the last year has helped establish a collaborative approach to ensure a thriving, dynamic town centre. The BID have worked with our student community on numerous of projects such as Junior Watch Patrol scheme, art installations and student showcases at events. The BID team have worked with the college on supporting our local community, businesses and indeed bring new visitors to the town centre.



Sandwell Council was one of the original partners that supported the creation of the West Brom town BID and has worked closely with the BID throughout the last five years to help West Bromwich develop into a thriving business hub. The Council has a commitment to create an inclusive economy across Sandwell and capture the benefits of community wealth building where local businesses are nurtured and integrated with local communities so all residents in Sandwell benefit. The Council are committed to securing continued investment into the town centre including a funding application for up to £25m into the Governments Towns Fund. The BID will continue to be an important partner for the Council to achieve our aspirations for West Bromwich and to see this benefit the wider Sandwell and beyond.

Dates for your diary

Business Plan Launch Events – Between 11am & 1pm

Thursday, 9th January 2020
YMCA, Carters Green

Thursday, 16th January 2020
West Bromwich Library

Thursday, 23rd January 2020
Premier Inn, High Street

Thursday, 30th January 2020
Central area between Queens Square
and Kings Square Shopping Centre

Friday, 7th February 2020
New Square Shopping Centre

“

BID Team & Ambassadors are an invaluable asset to the businesses & Library in the town. Reassuring to know that any issues or concerns we have about the town that there is someone we can go to. Marketing & Promotion of events is much appreciated in BID News Magazine
West Bromwich Library

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WEST BROMWICH
Business Improvement District

www.westbromwichtown.co.uk