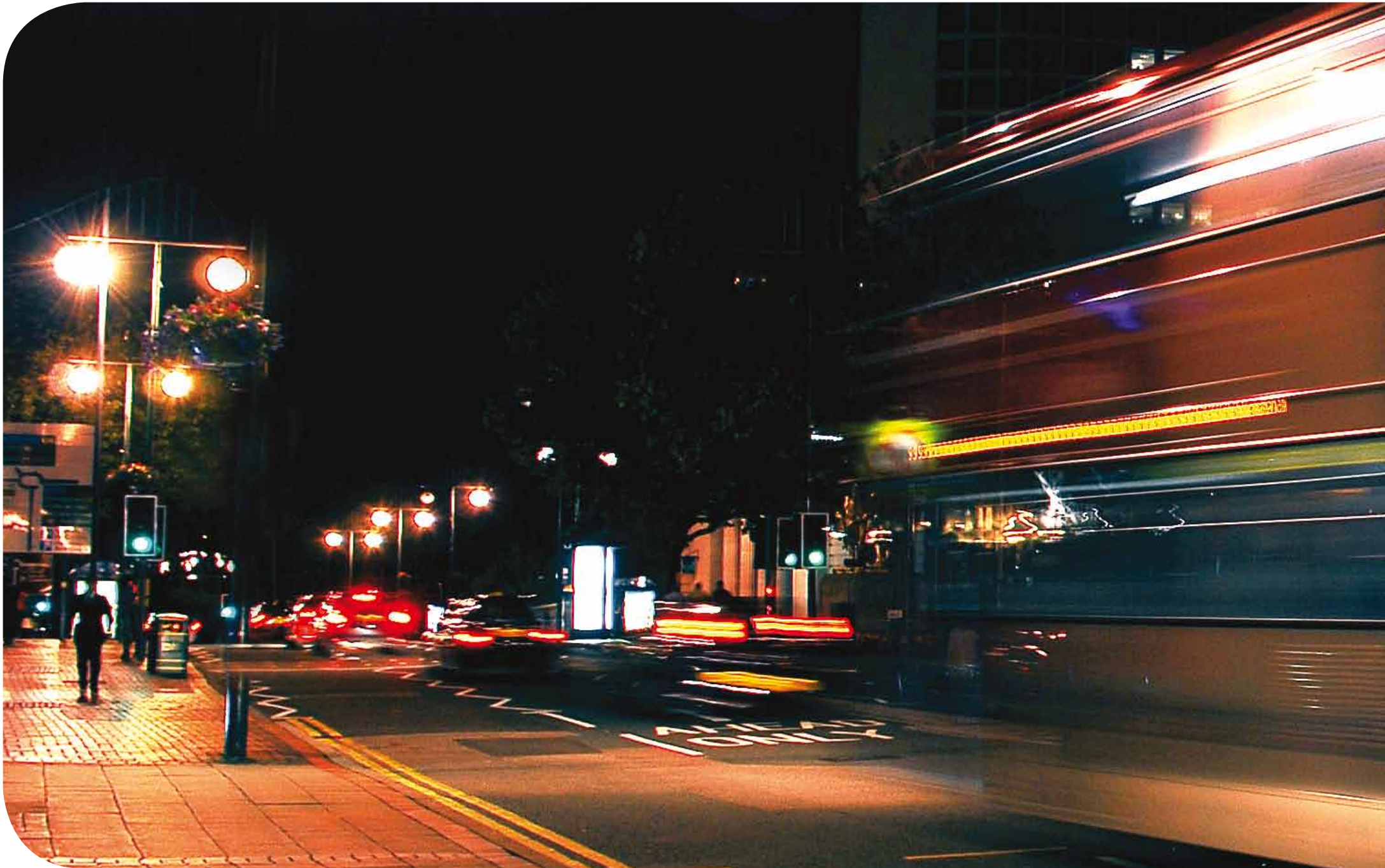


ANNUAL REPORT 2010



enhancing - connecting - developing





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BOARD OF DIRECTORS

Property Owners/Developers

Gary Taylor - Chairman

Director, Argent / Brindleyplace
e. gary.taylor@argentgroup.plc.uk

Stephen Evans

Consultant, Dandara
e. sevans@dandara.com

Business Representatives

Sharon Reilly

Company Secretary
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Andrew Cox

Director, Mitchells & Butlers
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Tim Flodin

General Manager, Hyatt Regency
e. tim.flodin@hyatt.com

Geoff Fenlon

General Manager, ICC/NIA
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Lee Archer

Regional Director, NatWest
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Birmingham City Council

Councillor Sir Albert Bore

Ladywood Ward
e. albert.bore@birmingham.gov.uk

Councillor Bruce Lines

e. bruce.lines@birmingham.gov.uk

West Midlands Police

Chief Superintendent Commander Chris McKeogh

e. c.mckeogh@west-midlands.pnn.police.uk

Leisure Forum (Pubs/Clubs)

Allan Sartori

e. bearwoodallan@yahoo.com

Nigel Clarke

Manager, Reflex
e. n1gelclarke@talktalk.net

City Centre Neighbourhood Forum

David Foster

Secretary
e. janddfos@hotmail.com

The BID Team

Mike Olley

Broad Street Manager
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Caroline Ashton

Marketing, Communications
and Events Manager
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Nikki Yeomans

Office Manager
e. nikki.yeomans@broadst.co.uk



WELCOME

In 2005, businesses in the Broad Street and Brindleyplace area voted to become a Business Improvement District (BID).

The BID, managed by the Broad Street Partnership Limited, was established in July 2005 and during our first full term of five years consistently delivered measurable benefits to the business community. I am pleased to include some of these key achievements in the following pages.

In November 2009, businesses within the BID area voted in favour of our efforts and to continue with a fantastic 94% yes vote. This yes vote is the highest achieved by any BID in the UK going into a second term

BID2 commenced on 1st April 2010 and I am pleased to say we are making excellent progress with our new set of objectives.

The Broad Street BID team is always available to speak to you. A member of the management team is on duty 7 days a week. If you have any questions please pop in to see us, or call the BID office on 0121 693 2566.

I would like to thank you for your valuable support to date over the last five years and your continued support going forward.

Yours,



Gary Taylor
Chairman, Broad Street BID.

2005 - MARCH 2010

In 2002 and 2003, businesses in the area were becoming increasingly concerned at the increase of anti-social behaviour, alcohol related disorder and a general increase in recorded crime.

Representatives from the Broad Street Association, Birmingham City Council, West Midlands Police, licensees and residents formed a steering group in 2004 to implement positive actions to improve the area. In 2005, following a successful ballot of 260 businesses in the area, the Broad Street Business Improvement District (BID) was formed, with an overwhelming majority of 92% of businesses voting in favour of its introduction.

The Broad Street BID, led by a board of directors consisting of representatives from businesses throughout the area, set out to deliver a brighter, safer, cleaner business environment.

The first term of the BID (**BID1**) finished at the end of March 2010. Prior to this, during the autumn of 2009, businesses were asked to vote once more, establishing whether they wanted the Business Improvement District to continue its efforts to date. With an overwhelming yes vote of 94% received, we are delighted to look to the future.

To date, the initial BID vote in 2005 and the renewal vote in 2009 have achieved the highest 'yes' votes of any city centre Business Improvement District in the UK – a remarkable achievement.

Our second term, **BID2**, commenced on 1st April 2010 and we are already making firm progress to further **enhance, connect and develop** Broad Street.

HYATT



"Broad Street is recognised as a vibrant location for evening entertainment and the BID's involvement over the past few years has ensured that the poor reputation that once existed has been correctly managed."

Stephen Cresswell
City Inn

PRESENT



Since the introduction of the BID, we have seen crime statistics fall year on year. This year they remain at this consistently low rate that makes Broad Street one of the safest streets in central Birmingham.

As in previous years, the survey shows that many visitors and employees in the area recognise the improvements the work of the BID has made to the area.

Visitors rated the following in the area as good or very good:

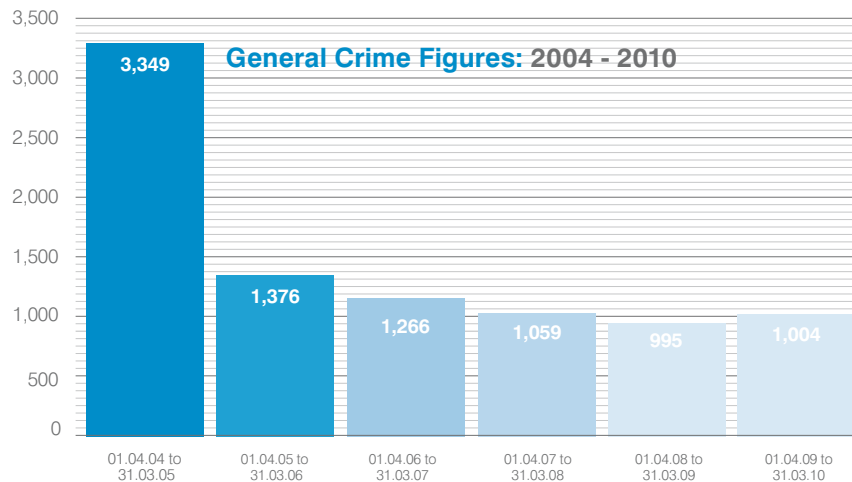
- Street lighting - 91%
- Floral displays - 88%
- Personal safety - 90%
- Graffiti and any posting removal - 85%

Annual Consumer Survey

Each year, a customer survey has been undertaken in the Broad Street area to enable the monitoring of improvements and public opinion. The survey objectives provide a measure of public perceptions with regard to environmental issues, safety and security, facilities, attractions, transport and accessibility. Interviews are held throughout the week at various times, from 7.30am to 2.00am at locations around the area.

Results

- 85% of visitors believe that the level of crime on Broad Street is low
- 93% of visitors believe Broad Street will benefit from an RTV
- 80% of visitors believe Broad Street is a clean, attractive area to visit



BSAFE

BSafe is a high profile public safety initiative set up in Central Birmingham in April 2005.

Birmingham City Council and West Midlands Police jointly fund extra officers to patrol the bars and clubs on Broad Street on Friday and Saturday evenings, and at other busy times of the year.

The scheme works in partnership with the BID, the area's licensees, door staff and street wardens, deterring low level disorder and anti-social behaviour, and reducing the fear of crime through high-visibility. In addition to this, high impact safe drinking campaigns run all year throughout the area.

The scheme introduced the late night taxi marshal scheme in 2005, which has proved to be a huge success, allowing taxi drivers to service the area easily and visitors to be taken home quickly and safely. In the 2010 customer survey, 88% of visitors felt that the marshalled ranks made it easier, and felt safer waiting for a taxi.



"Birmingham continues to be the safest core city in the country and there is little doubt in my mind that the contribution of the Broad Street BID has been critical in achieving that. The contribution of the partnership towards policing a vibrant area like Broad Street means that residents and visitors can enjoy themselves in clean and safe surroundings."

Chris McKeogh
Chief Superintendent Commander
West Midlands Police.



STREET WARDENS



The BID's Street Wardens continue their efforts, which make such a difference to the area.

The evening team of four wardens work from Tuesday to Saturday evenings, covering from 4pm through to 3am. During the daytime, the area also benefits from dedicated street patrols from 8am to 10am and during the busy lunchtime period as well as regular patrols throughout the day, from the City Centre Street Warden team.

In May 2010, we were delighted to be informed that Paul Barnett, one of the longest serving members of our warden team, has been nominated for his work in the community at the Birmingham City Council Chamberlain Awards. The awards take place in November.

In the twelve months to 31 March 2010, the Street Warden team have assisted on 13,829 occasions in the Broad Street BID Area.



Warden Activity April 2009 - March 2010

Welcome and directional assistance	6,859
Meeting BID members	585
Reporting Highway defects	235
Rough sleepers and begging incidents	724
Anti-social behaviour	709
Big Issue	87
Environmental	455
Transport/Parking issues	3,065
Drug related	13
Welfare	32
Police related	95
Health and Safety	42
Alcohol advice	697
First Aid	72
Security	114
Lost Property	45

"I was impressed with the Street Warden scheme on Broad Street. I was pleasantly surprised by the feel good and safe atmosphere when I visited this busy street and I am certain the warden scheme contributes to this."

Inspector Steve Grother
South Wales Police

FLOWERS

The BID's spectacular display of flowers has continued this year, helping to create a welcoming, colourful environment. We were delighted the area was part of Birmingham city's winning entry for the second year running – winning gold in the Urban Community category and overall category winner in 2009's national competition, 'Britain in Bloom'.



"Having managed a business on Broad Street for the past 8 years, I have seen great improvements made in the surrounding environment in which my business operates. These improvements have mainly been channelled through the BID. The enhancements to the local environment have played a vital part in the success of my business."

Derek McDonagh
Jurys Inn

CLEAN

Cleanliness of the area is rated by the BID and the businesses in the area as a top priority. With our partners and Birmingham City Council, we have continued to invest in regular street cleaning, with street washes taking place three times each week together with stringent litter control and regular deep cleans to remove chewing gum. In 2009, we upgraded and improved our deep cleaning of the footpaths allowing for a larger area to benefit from this successful initiative.

Without a doubt, these deep cleans go to making Broad Street a brighter and cleaner place to visit.



"The first term of the BID saw some great initiatives put into place including the wardens, marshalled taxi rank, marketing and promotion of the area. All these helped created a brighter, safer, cleaner Broad Street. We look forward to seeing what the work of BID2 can achieve."

Julia Higginbottom
Aquila TV



PURPLE FLAG

Birmingham city centre was awarded 'purple flag' status in November 2009.

The Purple Flag (like the blue flags given to beaches) is a new scheme that recognises excellence in managing town and city centres offering a real mix of things to do in the evening – such as art and music venues, restaurants and shopping, as well as pubs and clubs.

The Home Office-backed scheme is managed by the Association of Town Centre Management. Town centres are assessed on everything from crime and safety to the cleanliness of the public toilets. It has developed over a number of years and aims to improve the image and standards of Britain's towns at night.

Along with Covent Garden and Leicester Square in Westminster, Bath, Manchester and Kingston-upon-Thames, Birmingham was one of the first areas to be awarded the prestigious Purple Flag at an awards dinner at the Council House in January.

The Broad Street BID is amongst the key partners in the process being led by Birmingham City Centre Partnership (BCCP) on attaining this standard for the city centre.





"Birmingham city centre is amongst the first UK locations to receive a Purple Flag and the judges were most impressed at the way the city centre is managed through an effective partnership involving the Business Improvement Districts, City Council, West Midlands Police and others.

"This accolade clearly demonstrates to visitors that our city centre offers quality, choice and, most importantly, a safe and enjoyable night out."

Jenny Inglis
Birmingham City Centre, Director



BOBS AWARDS



The fifth annual 'Best of Broad Street' awards took place in January at the ICC. With around 350 employees and business owners from the area's venues attending, many said that this was biggest and greatest BOBS awards to date.

Clubs, bars, restaurants, hotels and individuals were rewarded with glittering trophies for their efforts in making the BID area a safe and enjoyable place for a night out. The evening was presented by BRMB DJ Russ Morris alongside Drive Time's duo Foxy and Guilliano and was also attended by the Deputy Lord Mayor of Birmingham, Councillor Randle Brew, cabinet members and celebrities from local TV and radio. The evening included entertainment from X Factor finalist Stacey Solomon.



"Thanks for inviting Pushkar to the BOBS - we thought it was excellent! You certainly exceeded my expectations! It was organised so well and gave Pushkar an opportunity to meet & greet the Broad Street family!"

Rai Singh
Owner - Pushkar



The Ritchie Award for Outstanding Contribution

Andrew Jowett – Symphony Hall

The Broad Street Award for Excellence

Julie Moss – Birmingham City Centre Partnership

Pat Haines – Figure of Eight

Sgt Simon Finney – West Midlands Police

Best Door Supervisor

Winner: Thomas Bull – Sports Cafe

Highly Commended: Jonathan Wallace – Sugar Suite

Best Door Crew

Winner: Walkabout

Highly Commended: Jurys Inn

Best Police Officer

Winner: PC 9779 Brian Green

Highly Commended: Abdul Rohomon

Best Promotions Person

Winner: Rachel Taylor – Sports Cafe

Highly Commended: Sarah Foley – O Bar

Best Hotel

Winner: Hyatt Hotel

Highly Commended: Novotel

Best Chef

Winner: Bishal Rasaly – Pushkar

Highly Commended: David Ferguson – Piccolino

Best Waiter/Waitress

Joint Winner: Manuel De Silva – Brasshouse

Joint Winner: Margaret So – Grosvenor Casino

Highly Commended: Ariane Howa – Pushkar

Best Bar Person

Winner: Daniel Hargreaves – Oh Velvet

Highly Commended: Lucy Pritchard – Walkabout

Best Manager

Winner: Shazma Astle – Piccolino

Highly Commended: Andrew Barton – O'Neill's

Best Restaurant

Winner: Bank Bar and Restaurant

Highly Commended: City Café

Best International Restaurant

Winner: Blue Mango

Highly Commended: Celebrity Restaurant

Best Casual Dining as voted by BRMB listeners

Winner: Nandos

Highly Commended: Around the World in 80 Dishes

Best Themed Venue

Winner: O'Neill's

Highly Commended: Grosvenor Casino

Best Newcomer sponsored by Brindleyplace

Winner: Pushkar

Highly Commended: Rewind

Best Independent Bar

Winner: O Bar

Highly Commended: Oh Velvet

Best Managed House

Winner: Reflex

Highly Commended: Bar Risa

Best Arts and Entertainment Venue as voted for by Birmingham Post readers

Winner: Symphony Hall

Highly Commended: The REP Theatre

Best Student Night Out

Winner: I Love Risa – Bar Risa

Highly Commended: Gatecrasher

Best Bar as voted by BRMB listeners

Winner: Walkabout

Highly Commended: Sports Cafe

Best Overall Venue as voted for by Birmingham Mail readers

Winner: Gatecrasher

Highly Commended: Walkabout

WALK OF STARS

In May 2007, the BID introduced the 'Broad Street Walk of Stars' to honour those people who have made a significant contribution in the categories of music, television, film, radio, theatre, sport, business and literacy.

Stars are presented to those who have made an impact in their specialist category, performed at one of Birmingham's major venues, including the International Convention Centre (ICC), National Indoor Arena (NIA), Symphony Hall, and the REP Theatre, or are from or have prominent links with Birmingham and the Midlands.

In the initial first three years, 14 stars have been awarded with millions of pounds worth of regional and national media coverage being generated.

October 2009 saw Oscar winning actress Julie Walters appear at the Repertory Theatre to receive her Walk of Stars honour in front of an auditorium of proud friends, family and fans. The event was hosted by Heart FM's Ed James.

Christmas week came and brought legend Lenny Henry to Highlight Comedy Club for an afternoon of comedy and his presentation. Entertaining a full club, Lenny brought many laughs and great banter with BRMB DJ James Cooke hosting.

2010 commenced with a morning of music from the queen of soul, Beverley Knight. Symphony Hall hosted the event which included impromptu performances of hit singles 'Shoulda, Woulda, Coulda' and 'Soul Survivor'.

The encore of her sell out concert at Symphony Hall saw Joan Armatrading awarded a star in May following a standing ovation from the 2,000 strong crowd.





"I am very honoured that the people of Birmingham and the West Midlands want to include me in their Walk of Stars."

Julie Walters



"I feel very honoured to be given a star on Broad Street. The people of Birmingham are fantastic, what a better place to grow up, and what better place to be awarded a star than your home town. Thank you for thinking of me."

Joan Armatrading

"I was so chuffed to find out I was getting a star! For me, being recognised by my own folk is extra special. The Walk of Stars shows that the West Midlands was, and is, a hub of talent, and I hope that continues."

Beverley Knight



"This means more to me than winning awards, although the awards are very nice. I am really proud of this, my mum would have loved this."

"In a year where I've won Outstanding Newcomer to Theatre, this isn't just the cherry on the cake, this is the cake on top of another cake so I thank you for this and I really appreciate it."

Lenny Henry



MARKETING AND COMMUNICATIONS

One of the early priorities of the BID was to improve public perception of the area. Over the life of the BID this has been achieved, and work to progress this further continues.

Our websites, www.broadstreet.co.uk and www.walkofstars.co.uk consistently achieve over 10,000 hits per month. Work has now started to reinvent both of these websites to make them more interactive with the public and our members, and we look forward to launching these shortly.

"The work carried out by the BID to ensure the area is a clean and safe place to work and visit is invaluable – long may it continue!"

Angie Reynolds
Baskerville House

Our online presence has seen consistent growth during 2009. As this becomes more important for any business, the BID has focussed time on increasing our presence online and the use of social networking sites to communicate and interact with the public and visitors to the street.

Advertising campaigns and incentives regularly run in a number of regional publications. For instance, our listing pages, adverts and editorial in Style Birmingham which receive a great deal of positive response.



EVENTS AND PUBLIC RELATIONS

Broad Street was once again part of Birmingham's 'Reindeer and Lantern Christmas Light Parade' which took place late November 2009. The street parade incorporated much of the length of Broad Street finishing in Brindleyplace. The festivities continued into the evening with Brindleyplace welcoming Father Christmas and his real life reindeer for this Christmas spectacular event where children could also come and see real life nativity animals.

Live music is now a regular feature on Broad Street, with the BID providing bands in our open spaces to compliment new and existing activities.

The Ipex Exhibition visited the area during the first quarter of 2010. Our first class hotels accommodated many thousands of exhibitors and visitors to the event who enjoyed a wealth of entertainment and culinary excellence in our wide variety of venues.

Our efforts to create a positive image of Broad Street continue and the strength of media coverage received is unprecedented. In the 12 months from April 2009 to March 2010 we received approximately £2.2m worth of positive media coverage.

This year our Walk of Stars events have received national TV and radio coverage on a number of occasions on channels such as Sky Sports, Sky News, BBC One, Radio Two and Radio Four. Our solid relationships with the regional media gain us great coverage and see our Management and Directors approached to regularly comment on both Broad Street and city-wide issues.



"Broad Street BID's imaginative ideas to bring new visitors to the area, such as the ever-expanding Walk of Stars, continue to provide interesting stories for Mail readers.

"The Mail has forged an excellent working relationship with the Broad Street BID, both in editorial content and reader offers and promotions, and long may that continue."

Stacey Barnfield
Executive Editor - Birmingham Mail

BID2 AIMS AND OBJECTIVES

Enhancing

The Broad Street BID was Birmingham's first BID and worked to make Broad Street a "Brighter, Safer, Cleaner" environment for all. During its initial 5 years over £1.7 million of BID levy income has been invested in the area.

BID2 sees our priorities taken a step further to enhance, connect and develop the area with over £2 million investment expected to be delivered during the next five years.

Our 'Brighter, Safer, Cleaner' agenda will continue to be at the heart of what we do. This means that we will sustain our investment in the BID's current initiatives and intensify our efforts towards a brighter, safer, cleaner Broad Street.

We will be working to enhance our relationships with all of our stakeholders, both inward and outward facing.

The team will be driving forward the proactive promotion of the area and developing our reputation as Britain's best managed street.



"Broad Street BID has made a significant difference to this part of the city."

"Its re-election was no surprise to me and the future plans to build an even stronger business community are really exciting."

Brian Herdman
Chief Executive – Young and Lee

Connecting

The BID is actively lobbying for the delivery of a rapid transport solution for the Broad Street and Westside area.

This RTV (rapid transport vehicle) will provide an effective way of moving people around the growing city centre and is crucial to the future development of the Broad Street and Westside area.

We believe our plans provide a high quality, cost effective solution for Birmingham's transport issues.

Since our Business Plan proposal document was launched last autumn, firm progress has been made and the plans now have the support of Birmingham City Council, Centro, the Colmore Business District and the Retail BID.



"One can certainly say the street is safe for young and old."

Lee Benson
Owner – Number Nine the Gallery



Developing

For various reasons, there are too many vacant units, particularly at the Five Ways end of Broad Street. Efforts to fill the vacant modern units and develop obsolete property are a priority for BID2.

We will continue to actively promote the area for inward investment, new office occupiers, hotels etc and support the Westside initiative. Attracting new investment is vital to ensure the existing business community thrives.

Our work to lobby for the improvement of the currently vacant buildings and ground floor units continues. Last autumn saw the BID invest £10,000 to brighten and cover the units that are currently boarded up. This project received great feedback and plans for further enhancements of this nature are underway.



Library of Birmingham



Regal Tower



Construction at Library of Birmingham



Pentavia



Eleven Brindleyplace



Proposed New Street Station



Arena Central

FINANCIAL STATEMENT

The BID, ending its first phase as BID 1 going into its second phase as BID 2, remains in a strong financial position with capital reserves of £30,442 being reported at the end of the 09/10 financial year.

Whilst BID levy income received last year was up on the previous year, overall income was slightly down as there was less project activity during the year with the team's focus being on the renewal vote. This in turn increased expenditure as planned investment in costs associated with the renewal. The BID Board invested part of our previous surplus (£54,450) to cover this planned additional spend and still ensure all other projects were maintained at the high levels the BID works to.

For the first time we have received a small income from the advertisement hoarding at Five Ways Island. It has been agreed that the BID will receive £12,000 per year additional income from this going forward. This income will be spent on additional environmental enhancements in the area.

One of BID2's major objectives is the promotion of a Rapid Transport Vehicle (RTV) to connect the area with the wider city centre to boost trade and encourage further investment on Broad Street. In 2009, we commissioned an initial preliminary study. This study has brought much positive energy to our initial plans. Subsequently, we have received support from Centro, Birmingham City Council, the Retail BID and Colmore Business District. Together, these organisations are contributing £150,000 to a detailed feasibility exercise to help drive this project forward and onto the next important stages where funding will be sought.

The Directors of Broad Street BID are committed to ensure that all expenditure is focused on us achieving our objectives for the coming financial year of enhancing, connecting and developing the area further.

2009 / 2010 (£)

Income	
Income from levy	437,437
Voluntary contributions	-
Royal British Legion contributions from members	3,950
Westside marketing	500
Advertising hoarding	1,000
Renewal contributions from BID partners	10,700
BOBS	18,170
Total Income	471,757
Operating expenses	
Street wardens	75,471
Street cleaning and enhancement	65,431
Branded litter bins	2,300
Floral decoration	20,566
Radio link	15,705
Westside marketing	220
Management costs	150,948
Marketing & Events	100,649
Accountancy and audit	14,404
BID renewal	23,011
RTV / transport project	22,305
Provision for bad debt	5,000
Total Operating Expenses	- 496,010

These accounts are our final figures awaiting audit sign off

Operating surplus (deficit)	- 24,253
Other interest receivable and similar income	
Bank interest received	245
Interest payable and similar charges	
Other interest	-
Surplus before taxation	- 24,008
Tax on surplus	
Surplus after taxation	- 24,008
Balance Sheet	
Debtors	98,045
Bad debt provision	- 5,000
Cash at bank and in hand	50,826
Total	143,871
Creditors < 1 year	- 113,429
Total assets less current liabilities	30,442
Capitals and reserves	
Income and expenditure account	30,442
Shareholders' funds	30,442



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