

BUSINESS IMPROVEMENT DISTRICT BUSINESS PLAN 2026-2031



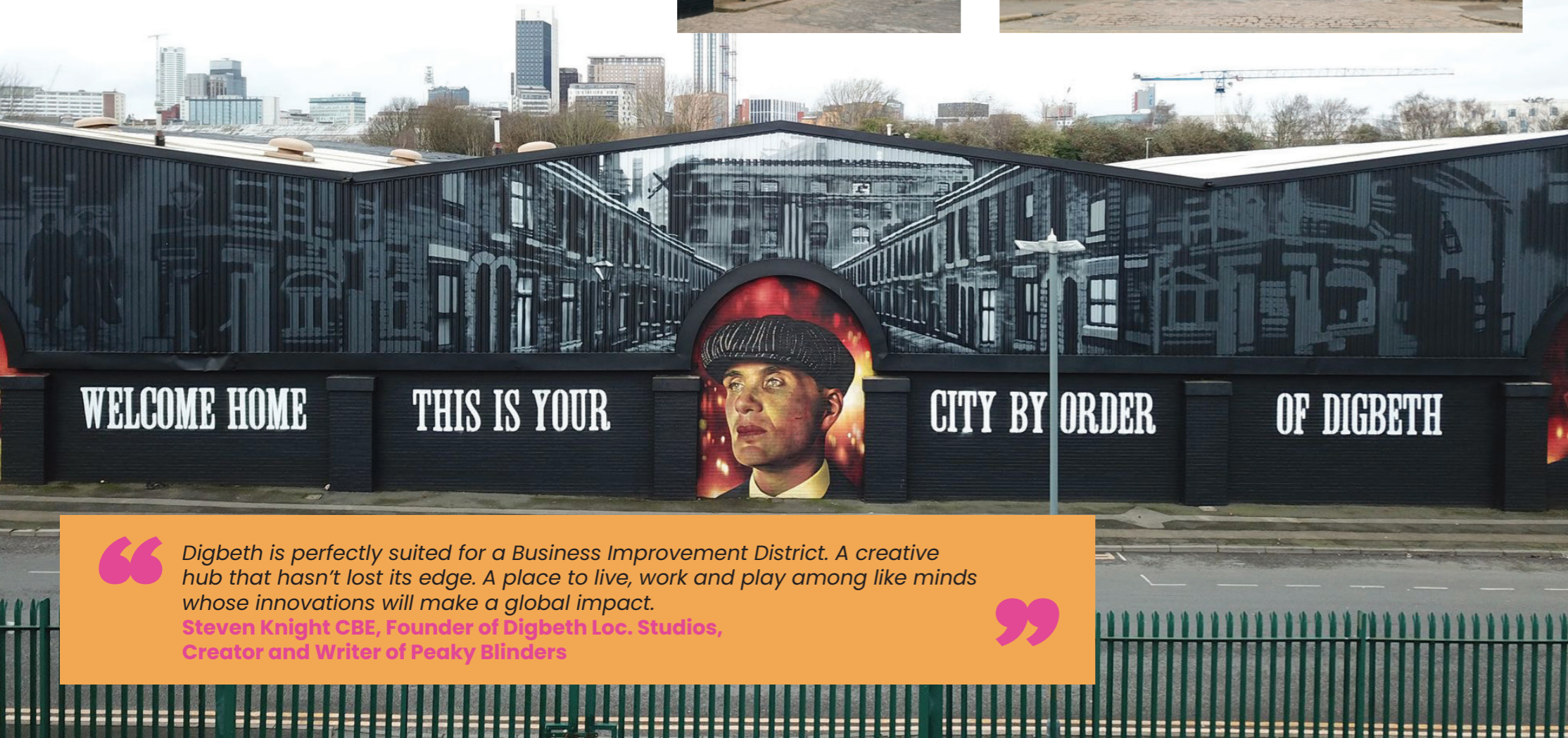
**AMBITION & ASPIRATION.
BETTER BASICS.
COMMUNITY & CULTURE.**



STEVEN KNIGHT CBE



FOUNDER OF DIGBETH LOC. STUDIOS, CREATOR AND WRITER OF PEAKY BLINDERS



“Digbeth is perfectly suited for a Business Improvement District. A creative hub that hasn't lost its edge. A place to live, work and play among like minds whose innovations will make a global impact.”
Steven Knight CBE, Founder of Digbeth Loc. Studios, Creator and Writer of Peaky Blinders

MESSAGE FROM THE CHAIR

Digbeth is Birmingham's most distinctive and fast-evolving district – creative, independent, and proudly inclusive. It draws global attention – from The Sunday Times and Time Out's 'Coolest Place to Live', to big BBC TV brands moving in – but for those of us who work here every day, it's so much more than a trendy part of town. It's a place where people can create, produce, experiment, and genuinely belong. There is an honesty and character here – a spirit that has inspired me throughout the eight years I've been lucky enough to work in this community.

Across light industry, the creative sector, education, hospitality, the nighttime economy and countless independent businesses, Digbeth has always been driven by real, grassroots ambition. This is a neighbourhood built by people who work hard, think boldly, and care fiercely about this place and its future.

The proposed Digbeth BID is about honouring that spirit and giving it the support it deserves. This Business Plan sets out how we strengthen the foundations that matter most – from cleaner, safer and better-lit streets, to championing culture and supporting the artists, independents and not-for-profits who give Digbeth its cultural heartbeat. It also sets out how we ensure the next wave of development ahead – including Midland Metro and HS2 – enhance rather than overwhelm the district.

These three pillars – **Aspiration & Ambition, Better Basics** and **Community & Culture**, reflect what we've heard from hundreds of local businesses over the past year. Together they form the backbone of how we shape Digbeth's next chapter together.

Nearly 18 months ago, a group of Digbeth-based businesses formed the BID Board because we could all see what was coming. Change is arriving in Digbeth – fast – and it will happen whether we act or not. We believe our community deserves a seat at the table. We believe the people who built this place should also help decide its future.

Through conversations with studios, manufacturers, educators, makers, venues, traders, and community groups, one message has been consistent: Digbeth needs a stronger, unified voice. A Business Improvement District gives us that voice – not to change who we are, but to safeguard what matters, champion what makes us exceptional, and ensure our neighbourhood grows on its own terms.

A BID will bring together more than 500 businesses and organisations with one shared commitment: to protect and power Digbeth's future. It will help us invest in the everyday essentials while also amplifying the identity, culture, and ambition that set this district apart.

I am immensely proud of what we've achieved together so far, and genuinely excited about what we can achieve next. With your support in the upcoming ballot, we can create the future Digbeth deserves – one led by the people who know its streets, its challenges, and its potential better than anyone else.

This is an important moment for our district. Let's take it.

Vote YES for the **Digbeth BID**.



Emma Riley
Shine TV/Banijay &
Chair, Digbeth Business
Improvement District Ltd



CONTENTS

A Message from the Chair	3
What is a BID?	5
The Digbeth BID	6
The Team	9
Listening to You	10
The Projects	12-17
A > Ambition and Aspiration	
B > Better Basics	
C > Community and Culture	
The BID Levy	18
BID Membership	19
Voluntary Membership & Additional Income	19
The BID Area	21
The BID Budget	22
BID Governance & Management	23
Measuring Performance	24
BID Levy Rules & Ballot	25-26
Next Steps	27
Contact Information	28



WHAT IS A BID?

A BID is an arrangement whereby businesses come together and decide which improvements they feel could be made in their area, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services, over and above those already provided by public bodies.

Why do businesses support BIDs?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements. These projects also can help attract and retain staff and reduce business costs.

How is the BID Funded?

Once the projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed and set out in a business plan. The cost to each business is worked out on a pro rata basis. This is called the 'BID LEVY'. This investment is ring-fenced and can only be spent within the BID area on the projects detailed in the business plan. It is important to note that the levy has nothing to do with normal business rates which pass straight to the government.

How does Digbeth introduce a BID?

The Digbeth BID Task Group is responsible for putting together this business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a consultation process with businesses. The business plan will include the projects, cost, delivery guarantees, performance indicators and the management structure. An independent confidential postal vote is held with all the businesses that would pay the BID levy getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a renewal through a ballot process.

Does this mean the local authority will stop delivering services?

BID levy income can only be used to carry out projects services which are **ADDITIONAL** to those that the public agencies are required to provide. Prior to the BID business plan being produced, the current services being delivered by all public agencies including the Local Authority and Police are set out in Baseline Statements. The BID company can agree to provide additional resources to deliver a higher level of service over and above the benchmarked level if this is what businesses have identified they want. The Baseline Statements are available on request.

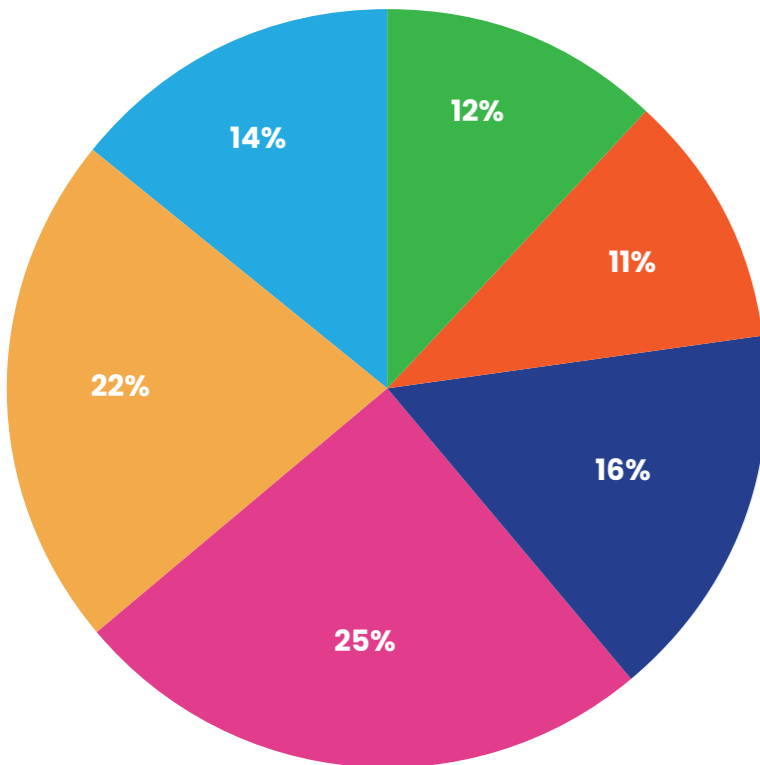
“ I have been working in Digbeth for the past 20 years. Starting off by throwing big parties at Custard Factory & The Rainbow and then maturing over the past 12 years into running local venues - The Old Crown, Kanteen & Rico Libre. I also sit on the Digbeth Cultural Board and the Digbeth Regeneration Board. I represent the NTE and have strong links with BCC and Local Police. My goal is to increase footfall in the area and to make Digbeth a national destination. I want to shout about all the great venues, art projects & culture we have and I want to promote that to as many people as possible. I want Digbeth to be any visitor's first stop when coming to Birmingham. I believe that having a BID will give local businesses a strong cohesive platform & resources to grow. We have exciting plans to deliver.”

**Kieran McInerney, Director,
The Old Crown,
Kanteen & Rico Libre**

THE DIGBETH BID

THE BID Created by Businesses > Led by Business > Funded by Businesses

400+ organisations
£3m+ raised over 5 Years
65% of businesses will pay less than £2 a day



THE AREA

- 12% Retail
- 11% Food, Drink, Entertainment & Hospitality
- 16% Office/Commercial
- 25% Industrial/Workshop/Warehouse
- 22% Education
- 14% Other

THE PROJECT THEMES

Ambition and Aspiration
Better Basics
Community and Culture



“ I’ve been working in Digbeth for over 20 years. I started DJing and putting on parties at the Custard Factory and The Rainbow. Over time, my work has developed into film exhibition, events and film distribution through Mockingbird Cinema and Reel Brum. I also sit on the West Midlands Combined Authority’s Cultural and Creative Strategic Advisory Group, contributing to regional thinking around culture and growth. My focus is on growing audiences, supporting independent culture, and helping Digbeth realise its potential as a nationally recognised creative destination. I believe the BID provides a clear, joined-up platform and practical support to help businesses thrive.

Lee Nabbs,
 Director & Programmer
 Mockingbird Cinema
 & The Nest, Reel Brum





I have worked in Digbeth for over 10 years – it’s a fantastic place to work. I have met and worked with so many inspiring business owners. I believe that a BID will help give Digbeth more identity and provide a network for all businesses in the area. Working together and collaborating is important – I want to ensure the spirit of Digbeth remains and I am really excited to see how Digbeth develops.

Our current board brings together a wide range of sectors that care about the future of the area – we know and love Digbeth. We want to improve safety, security, street cleaning and maintenance – helping Digbeth thrive.

Digbeth is essential to the history of the city – its rich heritage and cultural communities have created a destination like no other. We want to shout even louder about it, so everyone knows.

Alex Powell, Director, Bread Birmingham



THE TEAM

Digbeth BID Ltd is an independent, not for profit organisation with its members made up of voluntary local entrepreneurs, creatives, business leaders, community, cultural and public sector representatives. They are committed to identifying and delivering meaningful improvements for Digbeth.

Operating independently of the council or any single organisation, the group collaborates with everyone who cares about the area’s prosperity, vibrancy, and unique character.



Alex Powell
Bread



Lee Nabbs
Mockingbird



Emma Riley
Shine/Banijay



James Craig
Oval Real Estate



Gavin Wade
Eastside Projects



Sara Bremner
The Bond



Kieran McInerney
The Old Crown



George Smith
Cole Waterhouse



Dr Eileen Schofield
Irish Association

PARTNERS





LISTENING TO YOU

The Digbeth BID has undertaken an extensive consultation and engagement process across the area to ensure this Business Plan reflects the priorities of local businesses and stakeholders.

This process has included:

- Establishing the **Digbeth BID Board**, with representatives from the business, community, cultural, and public sectors to guide and manage the process – *monthly meetings since December 2024*
- Conducting an **initial feasibility study** to define potential boundaries and identify eligible businesses – *January 2025*
- Distributing a **newsletter and survey** to over 800 businesses – *June 2025*
- Making **comprehensive information** available online at www.digbethbid.co.uk
- Holding **direct one-to-one engagements** with more than 150 businesses across the proposed BID area – *from June 2025 onwards*
- Engaging with **national businesses** operating within Digbeth – *from June 2025 onwards*
- Hosting an **Open Business Workshop** – *September 2025*
- Continuing **ongoing engagement** through to *July 2026*

Through this extensive process, we have identified and confirmed the key areas for improvement. Your feedback has been invaluable in shaping this five-year Business Plan, ensuring it truly represents the priorities and ambitions of the Digbeth business community.

“ *Being part of the Digbeth BID from its conception has been an absolute pleasure as a young designer start-up emerging from here. I believe the BID will enhance important storytelling of our local area, helping our business gain profile and visibility. It will also connect those who give the area its unique character, to give space to improvements within Digbeth, which will in turn improve collaborations and opportunity.* ”

Anna Parker,
Founder, Intervention Architecture

“ *The Irish Community has deep-rooted connections to Digbeth with a legacy that remains through the people and businesses that fly the flag for first, second and third generations of Irish people whose families emigrated to Birmingham, helped to build the City of Birmingham and who set up our spiritual home in Digbeth. Digbeth BID is committed to supporting the cultural inclusion through the businesses investing in Digbeth whose vision and passion for ensuring that Digbeth holds true to the legacy of community is one of the core values of the BID. As Chair of the West Midlands Irish Business Group, I am happy to be part of Digbeth BID as we aspire to achieve the balance of maintaining the legacy of the communities represented in Digbeth whilst focusing on the significant opportunities for investment in Digbeth through large projects in a safe and positive environment.* ”

Dr Eileen Schofield, Owner & Principal Schofield & Associates



THE PROJECTS

OUR PLAN FOR DIGBETH

Our vision is for a **safer, more accessible district** with a distinctive identity, high-quality public spaces, and a vibrant programme of events celebrating Digbeth's creativity and diversity. As part of the area's wider regeneration, the **Digbeth BID** will champion your interests and deliver projects that reflect what matters most to you.

We understand the challenges facing businesses today - from rising costs and increased competition to the pace of change - and the need to stay resilient and competitive while fostering growth.

That's why our plan is built around your priorities, ensuring benefits for all sectors - whether you're in hospitality, the arts, digital media, or professional services.

You told us you wanted a clear, practical plan for Digbeth that delivers:

- A > Ambition and Aspiration**
- B > Better Basics**
- C > Community and Culture**



A > AMBITION AND ASPIRATION

Inspiring growth, creativity, and connectivity by positioning Digbeth as a dynamic business, community and cultural destination with a world-class public realm. The planned development and infrastructure surrounding Digbeth will total over £11bn of investment throughout the next decade. It includes the relocation of leading TV and film studios, 6,000+ new homes, over 300,000sqm of commercial floorspace as well as HS2 and the Metro extension. The BID will work to deliver:

Vision - Building on initiatives such as the Cultural Strategy and Digbeth Prospectus, we'll develop a bold, shared vision for the district's future. Balancing growth with the preservation of Digbeth's distinctive cultural identity remains one of its greatest opportunities.

Strategic Destination Marketing - Position Digbeth for continued investment, a place for all and as a must-visit creative and cultural hub through collaborative, high-impact marketing campaigns and events that highlight its inclusive, unique and welcoming spirit.

Pedestrian-Friendly Design - Explore opportunities to create more walkable, people-friendly areas, such as the canal network, that encourage movement and social interaction.

Public Realm Enhancement - Champion ambitious projects that transform underused spaces into vibrant community assets (e.g. The Highline).

Partnership with City and Regional Leadership - Work closely with Birmingham City Council and with the Mayor's Office/West Midlands Combined Authority to align with wider priorities.

Funding and Investment - Attract new funding to support regeneration and placemaking (including HS2-related opportunities).

Day & Night Economies - Strengthen Digbeth's cultural, hospitality, and innovation economies, ensuring the district thrives around the clock.

“ Digbeth is in a moment of rapid growth with an amazing array of opportunities and pressures that can only lead to ongoing success for all if there is more joined up thinking, planning and doing things together. The BID is one of the key ways we can work together, from large to small organisations, to ensure that the terms growth and development also apply to the cultural wellbeing of Digbeth. Eastside Projects has been a part of Digbeth for coming up to 20 years, we want to continue making art public in a special place. There is so much we can do together, by being good neighbours, by encouraging a companion culture, by making art and culture in a transparent and healthy collaborative environment.”

Gavin Wade, Artist-Curator, Eastside Projects, Senior Research Fellow, School of Art, Birmingham City University





Digbeth is a unique and vibrant part of Birmingham, fiercely independent with an established creative community. It does also have its issues which if not addressed will continue to hold the area back from reaching its full potential. Digbeth BID is the ideal vehicle to address these issues in order to make the neighbourhood even better for existing and future residents and businesses."

George Smith, Cole Waterhouse, Director of Planning & Placemaking



B > BETTER BASICS

Strengthening Digbeth's foundations through cleaner, safer, more accessible streets – and standing together on issues that affect our businesses, our people and our visitors.

Cleanliness – Drive a step-change in how clean Digbeth feels. Push the council to prioritise deep-cleans, expand routine street-cleansing, and tackle transient litter. Work with businesses to reduce commercial waste on pavements, push for solutions that remove waste bins from public footpaths, and lobby for more public street bins in areas with high footfall. Support aligned community groups, such as Friends of Bradford Street, who already work hard to keep parts of the district tidy.

Traffic Flow – Act as a single, coordinated voice with Birmingham City Council, Highways, Midland Metro, and Transport for West Midlands to push for better access into and around Digbeth. Hold partners to account on timely consultation and transparent communication around street closures: what's closing, when, why, and for how long. Push for sensible alternatives during disruption. Explore measures that reduce speeding, ensure enforcement is targeted at the times Digbeth genuinely needs it, and advocate for traffic-calming features—such as speed humps, cushions, and raised crossings—on local routes.

Parking – Champion balanced, business-focused parking arrangements that support hospitality footfall, employee needs, and visitor access. Emphasise that well-designed parking controls are essential to protecting and enhancing economic activity, ensuring streets remain safe and welcoming for all, whilst reducing environmental impacts such as poor air quality and noise. Promote a fair, transparent system that recognises business realities while contributing to wider city commitments on cleaner, healthier and better quality environments which support efficient public transport and enhanced active travel access.

Wayfinding & Access – Drive the delivery of clear, consistent wayfinding so people can navigate Digbeth confidently by road and on foot. Actively lead conversations with Birmingham City Council, HS2 and delivery partners to extend lighting and

wayfinding routes, and provide a clear point of coordination on road and footpath closures, ensuring Digbeth remains visible, legible and accessible throughout ongoing development. Champion targeted improvements to the canal route between Curzon Street and Digbeth, securing practical interventions that create a safer, well-lit and welcoming walking connection between Digbeth and the city centre.

Street Lighting Improvements – Advocate for brighter, safer streets through improved lighting in high-footfall areas. Push for completion of existing schemes and seek opportunities to unlock regeneration funding. The goal: lighting that reflects Digbeth's evolution into a mixed-use area not the industrial past it has outgrown.

Safety & Security – Lobby for stronger safety measures, including expanded CCTV coverage and better visibility across key locations. Explore the potential for wardens or other on-the-ground support during peak evening periods. Continue to build on our relationship with West Midlands Police to ensure Digbeth stays firmly on their radar and that local concerns are acted on. Work with businesses to identify practical, achievable steps that improve both real and perceived safety across the district.

Business Collaboration – Support small businesses by exploring opportunities for shared procurement of waste services, recycling, and energy. Pooling demand can reduce costs, improve consistency, and help local businesses operate more efficiently.

Digbeth deserves to reflect the potential we all know it has. Even with the Council operating under strict financial constraints, we will continue to push for the basics that make a place liveable, investable, and future-ready. Our role is to bring one clear voice, hold our partners to account, and keep momentum moving so Digbeth is positioned to thrive.



Digbeth is evolving at a pace we haven't seen before. With major residential developments on the horizon and larger creative and media companies arriving – from the BBC to MasterChef – the city can't afford to overlook this district any longer. Digbeth is one of Birmingham's most under-used creative assets, and with HS2 and Midland Metro reshaping how people will access the area, this is exactly the moment to invest in its future while protecting its roots.

Despite all its potential, Digbeth still struggles with the basics: lighting, safety, wayfinding, and the general feeling of being "unloved" despite sitting right on the city centre's doorstep. A BID gives us the structure and collective strength to finally tackle these issues. It will help us lobby for regeneration funding, improve infrastructure, and give residents and businesses a real voice in how Digbeth grows.

I've worked in Digbeth for 15 years. I remember when gang activity was visible on dark street corners and most businesses operated behind metal shutters. Looking back at how far the area has come – fuelled by its creativity, its independents, and the landlords who've invested to make real change possible – it's something to be proud of. But we're at a crossroads. To keep moving forward, we need a stronger seat at the table and a way for the people here to have a voice in what happens next.

A Digbeth BID is the natural next step. Our pre-BID board already brings together a wide range of businesses who care deeply about Digbeth and want to see it thrive. I'm supporting the creation of this BID because Digbeth deserves the investment, the attention, and the coordinated action required to reach its full potential – and I believe others should back it too.

Sara Bremner, Head of People, Culture & Events, Oval Real Estate Limited



C > COMMUNITY AND CULTURE

Digbeth is the creative home of Birmingham. It is what attracts people here; artists, makers, nighttime operators, students, residents and visitors, all mixing within one of the most creative and diverse districts in the United Kingdom. However, that cultural ecosystem is under real pressure and requires support. Rising costs, development, limited long term space and fragmented communication between different sectors are risks that could weaken the cultural fabric of the area. We have taken feedback from a broad range of businesses and aligned it with the work of Eastside Projects and Grand Union, Companion Culture, Four Actions for Digbeth, to present the area with a framework that every business can support. Alongside this we want to ensure that we create a 'world class inclusive place, bringing together many of our longstanding community partners and their work. In addressing these matters, the BID recognises that Digbeth's distinctive community and cultural identity has been built over many years by its long-standing organisations and will work to support their sustainability and continued presence alongside new start-ups, people and services.

Being Good Neighbours – By bringing together cultural organisations and the community, regular cross sector forums, championing and promoting an 'authentic Digbeth', advocating and lobbying and working with our city and regional partners.

Secure Cultural & Affordable Space – By unlocking meanwhile space, advocacy, signposting independent operators and targeted practical support.

Be a Lighthouse – By creating flagship events like the 'Digbeth Festival', a stronger welcome and orientation, shared campaigns telling Digbeth's story, better partnerships with the likes of the universities, community organisations, visitors, events, media and support the growth of audiences.

Be Inclusive – re-establishing the Digbeth Access Group, developing shared standards for accessible cultural space, partnering with local education providers. Partnering with organisations like St Basils to create "A Place for Everyone", supporting employment, housing, and wellbeing initiatives that promote belonging and diversity. Collaborating with schools, colleges, and partners to create pathways for students, apprentices, and young professionals.

Networking & Collaboration – Create opportunities for businesses, creatives, and community groups to connect and collaborate.

Greening & Sustainability – Integrate nature into public spaces and champion sustainable design across all projects.

Together, these initiatives will help make Digbeth cleaner, safer, greener, and more vibrant – a place where creativity thrives, businesses succeed, and the community feels proud to belong.



THE BID LEVY

Eligible business in the area shown in the boundary map will pay the BID levy which is calculated as 2% of the rateable value of its premises. The levy will be collected by Birmingham City Council on behalf of the BID Company and transferred to the BID Company's bank account. This income is then ring-fenced and only used to fund the priorities included in this business plan. Examples of what you will pay:

Rateable Value	Annual Levy Payable
Below £15,000	Exempt
£15,000	£300
£20,000	£400
£50,000	£1,000
£100,000	£2,000
£250,000	£5,000
£500,000	£10,000

Over 65% of businesses will pay less than £2 per day.

The Digbeth BID will raise over £550,000 p.a. from the levy. With additional income that is £3m plus over 5 years. It will use those funds to leverage additional money from grants and other opportunities as they arise.



BID MEMBERSHIP

Any BID Levy-payer or equivalent financial contributor is eligible to become a member of the Digbeth BID Ltd. This enables them to take part in the decision-making process, as well as stand for and vote during Board of Director elections.



VOLUNTARY MEMBERSHIP & ADDITIONAL INCOME

BIDs across the UK on average generate 15-20% in additional income over a 5-year term. This could be in the region of £500,000.

Digbeth BID will endeavour to do this through grant funding and other income generating opportunities such as a voluntary membership scheme for businesses in and outside the boundary area or for those businesses with a rateable value of £12,000 or less. This will entitle them to selected projects and services in this business plan as well as having a say in the management and governance of the BID Company. Details of criteria and eligibility will be set by the Board.



“ Digbeth has always been our home from the very early days of our journey as a band. Our new home at Digbeth Loc. Studios is a great place to be and with all that’s going on around us, with Steven’s vision to build a world class film studio and creative hub in Birmingham, to lay the foundations for the creative industry in our great city, is something we are proud to support. There is a sense of excitement brewing in the community and it’s about time; we need to work together to ensure that Digbeth continues to put Birmingham on the International Map. ”

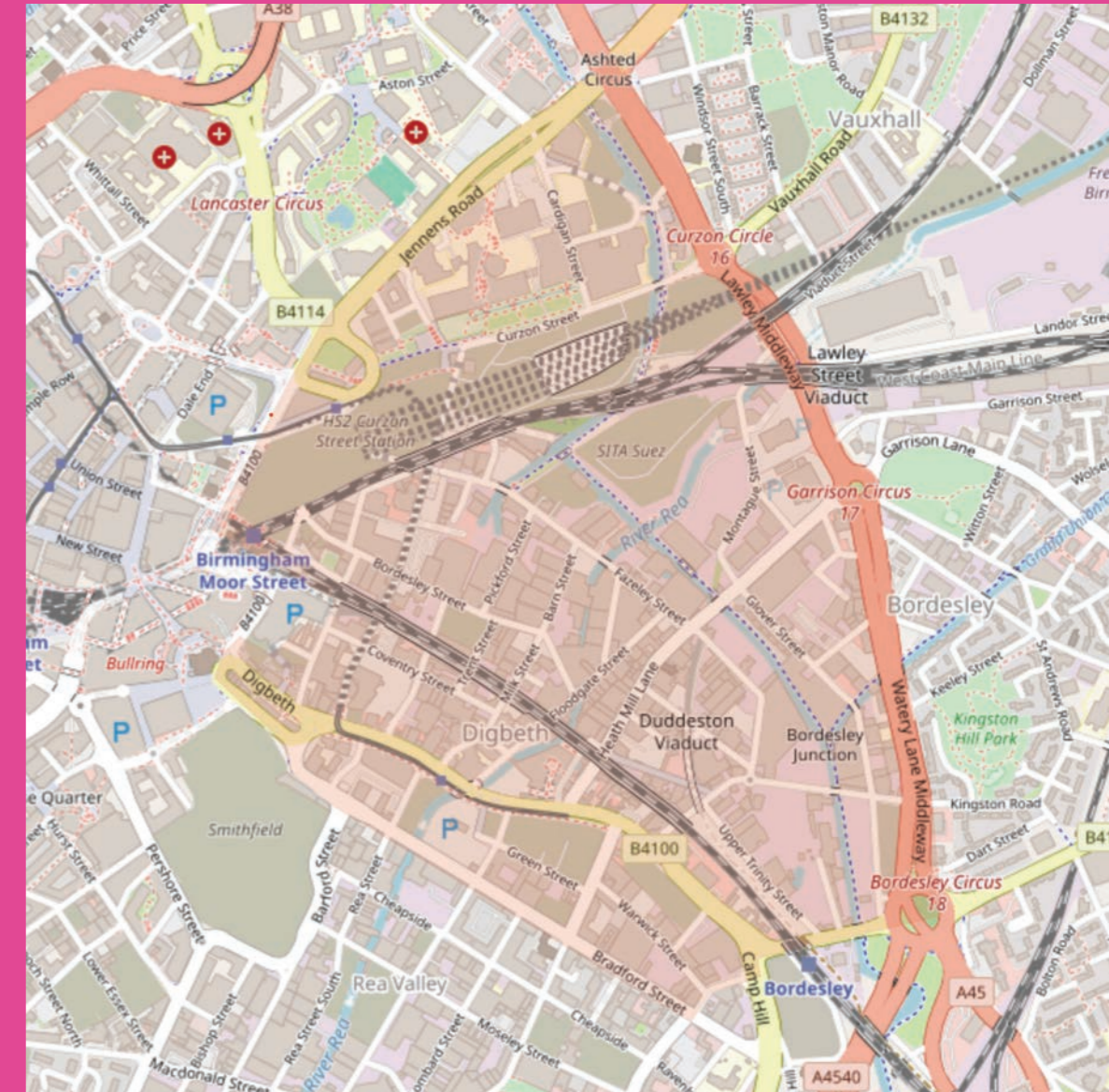


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THE BID AREA

The BID area is shown on the map and list of streets included (wholly or in part) are set out below:

- | | | |
|-----------------|------------------|---------------------|
| Adderley St | Curzon St | Mill Lane |
| Albert St | Digbeth | Moat Lane |
| Alcester St | Etna St | Montague St |
| Allison St | Fazeley St | Moor St |
| Allcock St | Floodgate St | Moseley Rd |
| Andover St | Fox St | New Bartholomews St |
| Ballpenn St | Gibb St | New Bond St |
| Banbury St | Glover St | New Canal St |
| Barn St | Great Barr St | Orwell Passage |
| Bartholomew Row | Green St | Oxford St |
| Belmont Row | Hack St | Park St |
| Benacre Drive | Heath Mill Lane | Pickford St |
| Birchall St | High St | Ravenhurst St |
| Bordesley Green | Jennens Rd | River St |
| Bordesley St | Lawley Middleway | Shaws Passage |
| Bowyer St | Lawley St | St Andrews Rd |
| Bradford St | Little Ann St | Stone Yard |
| Bromley St | Little Barr St | Trent St |
| Bullring South | Little Edward St | Upper Trinity St |
| Cardigan St | Liverpool St | Warner St |
| Clyde St | Lower Trinity St | Warwick St |
| Corporation St | Martins Lane | Watery St |
| Coventry Rd | Merdien St | Well Lane |
| Coventry St | Milk St | Westley St |



THE BID BUDGET



BID Income	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
BID Levy	£529,950	£529,950	£529,950	£529,950	£529,950	£2,649,750
Additional Income	£105,990	£105,990	£105,990	£105,990	£105,990	£529,950
Total Income	£635,940	£635,940	£635,940	£635,940	£635,940	£3,179,700

BID Expenditure						
Projects:	£499,940	£504,940	£504,940	£504,940	£504,940	£2,519,700
Ambition & Aspiration						
Better Basics						
Community & Culture						
Sub Total	£499,940	£504,940	£504,940	£504,940	£504,940	£2,519,700

BID Overheads						
Staffing	£75,000	£75,000	£75,000	£75,000	£75,000	£375,000
Office/IT	£20,000	£15,000	£15,000	£15,000	£15,000	£80,000
Insurance	£3,500	£3,500	£3,500	£3,500	£3,500	£17,500
Professional Fees	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Collection Costs	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Contingency	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Sub Total	£136,000	£131,000	£131,000	£131,000	£131,000	£660,000
GRAND TOTAL	£635,940	£635,940	£635,940	£635,940	£635,940	£3,179,700

BID GOVERNANCE & MANAGEMENT

Digbeth Business Improvement District Ltd has been established as an independent, not-for-profit company limited by guarantee, responsible for governing and managing the BID.

The **BID Board** will comprise up to **15 Directors**, representing levy-paying businesses and voluntary contributors. Additional non-levy-paying members may be **co-opted** where specialist input or expertise is required.

All Board Director positions are **unpaid and voluntary**, representing a broad mix of sectors operating within the BID area. Directors will be selected for their knowledge, experience, and ability to support the effective delivery of the **Digbeth BID Business Plan**.

Board elections will be held, and any levy-paying business-or equivalent financial contributor-will be eligible to stand as a BID Board Director. Representatives from **Birmingham City Council** and other public bodies may also attend Board meetings in a non-voting capacity.

By becoming a **member of the BID Company**, levy payers will have a direct voice in shaping how funds are invested and in holding the BID accountable throughout its five-year term.

As a **not-for-profit organisation**, the BID Company will not retain any surplus income. Any additional funds will be reinvested directly into projects and services agreed upon by levy payers and the Board of Directors.

During the **first year**, it is typical for the **founding Board of Directors**-those involved in developing the BID proposal-to remain in place, ensuring continuity and efficient implementation. From the **second year onwards**, formal Board elections will take place. One Director will be elected as **Chair** by the Board members.

To deliver the BID's objectives, a **dedicated BID team** will be appointed. The **BID Director** will act as the main liaison between levy payers and the Board, responsible for:

- Overseeing delivery of the **BID Business Plan**
- Managing and implementing **BID projects**
- Handling **day-to-day company operations**
- Securing **additional funding** and external contributions
- Coordinating with the **billing authority** on all levy-related matters, including billing, collection, recovery, and enforcement

The BID will maintain open and transparent communication through **regular updates**, including newsletters, e-bulletins, and social media channels. **Annual reports and audited accounts** will be produced and made available to all members.

If the BID ballot is successful, the **Digbeth BID** will commence on **1 September 2026**, running for a period of **five years**, after which it will be required to seek renewal through a new ballot.



MEASURING PERFORMANCE

The Board of Directors will set key performance indicators (KPIs) and criteria upon which to measure the BID's performance and the health of the BID area. The BID will keep businesses updated on a regular basis through the website, newsletters, face to face meetings, and annual meetings.



THE BID LEVY RULES

- The Business Improvement Districts (England) Regulations 2004, approved by the Government, sets out the legal framework within which BIDs will have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The BID levy rate of 2% of rateable value will be fixed for the full term and will not be subject to variation (except for the annual rate of inflation, based on the CPI average from previous year). This will be set on the 1st of April (Chargeable Date) each year using the most current non-domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The BID Levy will be applied to all eligible business ratepayers within the defined area with a rateable value of £15,000 and over.
- The levy will be discounted for charitable organisations, except Educational Institutions, other than schools) at the same level as their mandatory business rates relief (currently 80%). There will be no other discounts, exemptions or allowances.
- The minimum levy amount payable will be £300.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (business rated unit) within the BID area.
- New hereditaments will be charged from the point of entry into the Ratings List based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business vacates the premises, the Levy will be apportioned accordingly on a daily basis, and the levy charge will revert to either the landlord or new occupier.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme. Other than the Charity Relief, no exemptions, reliefs, or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) are applicable to the BID.
- Where the rateable value changes, including rating list revaluation, and results in a change to the BID Levy amount, this will come into effect from when it enters the Ratings List. No refunds of the BID levy will be made for previous years.
- VAT will not be charged on the BID levy.
- The Billing Body is authorised to collect the BID levy on behalf of the BID Company and will retain 3% of levy to support management of the revenue account.
- The levy income will be kept in a separate ring-fenced account.
- Collection and enforcement arrangements will be like those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off.
- The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate or change those BID Levy rules that they can, during this term, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID Levy-payers. If more than 25% object in writing, then the proposed course of action or changes will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business or equivalent financial contributor will be eligible to be a member of the BID Company.
- The BID Company will produce a set of annual accounts available to all company members.
- The BID will commence on 01 September 2026 (46 days after the ballot) and will last for five years.. (until 31 August 2031). At the end of five years a ballot must be held if businesses wish the BID to continue.

THE BID BALLOT

Notice of the intention to hold the ballot was provided to the Secretary of State and the Local Authority on 10 June 2025 in line with Regulation 3 (2) of the Business Improvement District (England) Regulations 2004.

All eligible businesses will have the opportunity to vote. The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Birmingham City Council (or their agent) which is the responsible body as determined by the BID legislation.

Each eligible ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by Birmingham City Council. Organisations occupying more than one hereditament will have more than one vote. A proxy vote is available, and details will be sent out by the Returning Officer.

Ballot papers will be sent out to the eligible hereditaments from 18 June 2026 to be returned no later than 5pm on 16 July 2026.

The cost of the BID Development and the BID Ballot will not be recovered from the BID Levy.

For a BID Ballot to be successful

Two voting conditions must be met:

1. More than 50% of the businesses that cast a vote must be in favour of the BID.
2. The total rateable value of the businesses voting **“yes”** must be higher than that of those voting **“no.”**



The Digbeth BID is crucial in allowing local voices to shape Digbeth as large scale projects like Smithfield and HS2 happen around the area. In addition, as Digbeth itself changes we want to help champion the area, grow its reputation and stay relevant. The BID Team is made up of experienced local and national businesses, across all sectors, allowing us to speak to and for everyone in the community. Lend us your vote and let's improve Digbeth together with care.



**James Craig, Founder,
Oval Real Estate Limited**



NEXT STEPS & KEY DATES

Business Plan mailed to all businesses

By 4 June 2026

Ballot papers issued by post

18 June 2026

Ballot closes

16 July 2026

Result announced

17 July 2026

Digbeth BID Commences

1 September 2026





For further information:

Email: hello@digbethbid.co.uk or visit
our website www.digbethbid.co.uk

Now it's up to you. **VOTE YES** for a BID in Digbeth
to unlock new opportunities, drive growth, to deliver
a quality experience, promote our community and
culture and secure a vibrant, sustainable future for
Birmingham's most iconic district.

VOTEYES
FOR DIGBETH