

DIGBETH BUSINESS PLAN SUMMARY

2026–2031



Overview & Strategic Context

Digbeth is one of Birmingham's most distinctive and rapidly evolving districts, characterised by its creative industries, independent businesses, cultural diversity and strong community identity. Increasing national and international recognition, alongside major planned investment (including HS2, Metro expansion, and significant commercial and residential development), places Digbeth at a critical point of transformation.

However, this growth presents both **opportunities and risks**. Without coordinated leadership and investment, there is a risk that Digbeth's unique character, independent economy, and cultural ecosystem could be diluted. The proposed **Business Improvement District (BID)** provides a mechanism for over **500 businesses** to collectively invest in and shape the area's future, generating **£3m+ over five years** to deliver additional services and strategic interventions beyond statutory provision.

Purpose of the BID

The Digbeth BID is **business-led, business-funded, and business-governed**, designed to:

- Provide a **unified voice** for the business community
- Protect and enhance Digbeth's **distinct identity and culture**
- Deliver **tangible improvements to the trading environment**
- Ensure that future development benefits existing businesses
- Strengthen Digbeth's position as a **national creative and cultural destination**

The BID responds directly to extensive consultation with over **800 businesses and stakeholders**, ensuring the plan reflects local priorities.



VOTEYES
FOR DIGBETH

DIGBETH

VISION

THE VISION IS TO CREATE:

A safer, more accessible, and distinctive district with high-quality public spaces, a thriving business environment, and a vibrant cultural offer.

This will be achieved by balancing **economic growth with cultural preservation**, ensuring Digbeth evolves on its own terms.

STRATEGIC PRIORITIES

The BID is structured around **three core pillars**, reflecting business priorities:



A. Ambition & Aspiration

Positioning Digbeth as a **world-class destination for business, culture, and creativity**.

Key interventions include:

- Strategic destination marketing and place promotion
- Development of a shared long-term vision for Digbeth
- Public realm transformation and placemaking initiatives
- Strengthening partnerships with city and regional leadership
- Attracting inward investment and external funding
- Supporting growth of the day and night-time economy

This pillar aligns Digbeth with over £1bn of planned investment, ensuring the area maximises opportunity while retaining its identity.

B. Better Basics

Improving the **fundamental conditions for businesses, employees, and visitors**.

Key interventions include:

- Enhanced street cleaning and waste management
- Improved safety, security, and CCTV provision
- Better street lighting and public realm maintenance
- Coordinated approach to traffic, access, and parking
- Improved wayfinding and connectivity (including links to HS2)
- Advocacy with public agencies to ensure accountability

This pillar addresses long-standing issues that impact **perception, footfall, and business performance**.

C. Community & Culture

Protecting and strengthening Digbeth's **unique cultural ecosystem and inclusive identity**.

Key interventions include:

- Supporting affordable creative and cultural space
- Delivering flagship events (e.g. festivals and campaigns)
- Strengthening partnerships with education, community and cultural organisations
- Promoting inclusivity, skills development, and local opportunity
- Facilitating networking and collaboration across sectors
- Embedding sustainability and greening initiatives

This ensures Digbeth remains a **place of creativity, diversity and belonging**, even as it grows.

INVESTMENT & DELIVERY

The BID will generate:

- **£550,000+ annually** from levy income
- **£3.3m total investment over five years** (including additional income)

Levy contributions are based on 2% of rateable value, with:

- Businesses below £15,000 RV exempt
- Over **65% of businesses paying less than £2 per day**

Funds are:

- **Ring-fenced** for BID delivery
- Invested across projects, staffing, and operational delivery
- Used to leverage additional external funding

GOVERNANCE & DELIVERY MODEL

The BID will be delivered through an independent, not-for-profit company, with:

- A representative Board drawn from business, cultural and public sectors
- Transparent governance and accountability
- Ongoing business engagement and performance monitoring

Membership provides businesses with:

- A direct role in decision-making
- Voting rights and Board representation
- Access to BID services and initiatives

STRATEGIC IMPACT

The Digbeth BID will:

- Strengthen Digbeth's **competitive position and economic resilience**
- Improve the **quality, safety, and accessibility of the area**
- Support **business growth, collaboration, and cost efficiencies**
- Protect and enhance Digbeth's **cultural identity and creative ecosystem**
- Ensure businesses have a **collective voice in shaping future development**



DIGBETH BID AREA

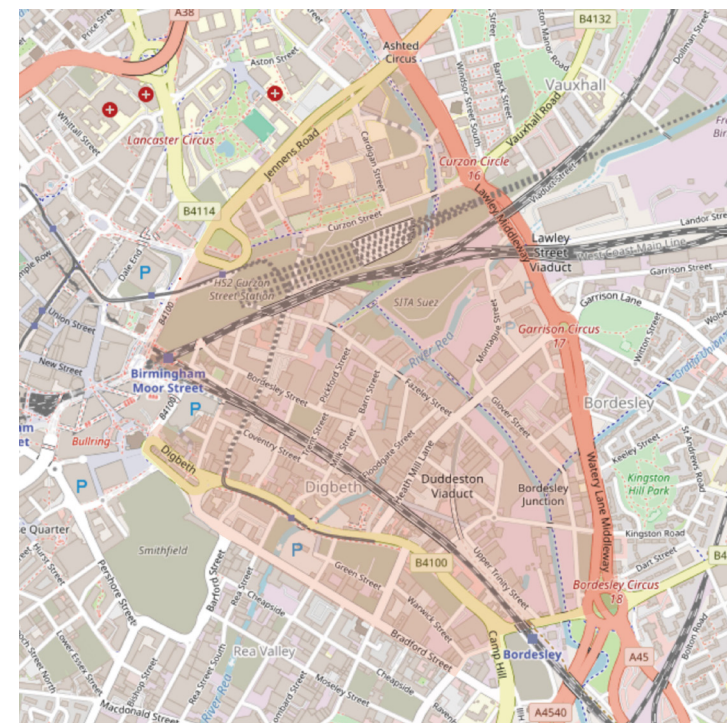
The BID area is shown on the map and list of streets included (wholly or in part) are set out below:

Adderley St
Albert St
Alcester St
Allison St
Allcock St
Andover St
Ballpenn St
Banbury St
Barn St
Bartholomew Row
Belmont Row
Benacre Drive
Birchall St
Bordesley Green
Bordesley St
Bowyer St
Bradford St
Bromley St

Bullring South
Cardigan St
Clyde St
Corporation St
Coventry Rd
Coventry St
Curzon St
Digbeth
Etna St
Fazeley St
Floodgate St
Fox St
Gibb St
Glover St
Great Barr St
Green St
Hack St
Heath Mill Lane

High St
Jennens Rd
Lawley Middleway
Lawley St
Little Ann St
Little Barr St
Little Edward St
Liverpool St
Lower Trinity St
Martins Lane
Merdien St
Milk St
Mill Lane
Moat Lane
Montague St
Moor St
Moseley Rd
New Bartholomews St

New Bond St
New Canal St
Orwell Passage
Oxford St
Park St
Pickford St
Ravenhurst St
River St
Shaws Passage
St Andrews Rd
Stone Yard
Trent St
Upper Trinity St
Warner St
Warwick St
Watery St
Well Lane
Westley St



IN SUMMARY

Digbeth is entering a period of significant change and opportunity. The BID provides a structured, locally-led approach to managing this transformation - ensuring growth is inclusive, sustainable, and aligned with the needs of the existing business community.

A successful BID will enable Digbeth to:

- Invest in its foundations
- Amplify its identity
- Shape its future collectively



For more information, visit our website www.digbethbid.co.uk or contact us at hello@digbethbid.co.uk

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