

DIGBETH

BID

Introducing the Digbeth Business Improvement District (BID) Initiative. This guide reveals an exciting opportunity for Digbeth businesses. Learn what a BID means for our area, who's driving this initiative, and how you can get involved to shape our collective future.

The Digbeth BID Task Group is a collection of local business people collaborating to drive improvements in Digbeth. The group operates independently of any council or organisation but in collaboration with everyone who cares about the wellbeing as well as the current and future prosperity of our area.

Working together to achieve a BID could make a real difference to our area and over the coming months the Digbeth BID Task Group will be meeting with you to find out what is important to you - what challenges you have, what changes you want to see, and what we can do together to grow as an area.

To achieve a BID, we need to work together to identify the best way to independently invest in our place. We need to understand how we can collectively manage and market our area, attract more customers, visitors, and new businesses.

For now, here are a few FAQs you may have about the process and BIDs in general. Please take a few minutes to read through and feel free to get in touch if you wish to discuss the BID further.

If you would like to be part of the BID Task Group, then let us know as well.

Frequently Asked Questions

What is a BID?

A Business Improvement District (BID) is an arrangement whereby businesses come together and decide which improvements they feel can be made in their area, how they will implement these improvements and what they are prepared to pay (BID Levy) to make it happen. A Business Plan is created, through consultation. Those businesses who would pay the BID Levy then get a vote to



To complete our survey, meet the BID Task Group, see the proposed BID area, get the dates for one of our BID Drop-In sessions or just to keep up to date, visit our website www.digbethbid.co.uk or scan the QR code.



decide whether they want a BID. If the majority of those voting say yes by number and rateable value, the BID legally comes into being and all those in the BID area will have to pay. The BID lasts for a maximum of 5 years and is financed and controlled by the businesses within the defined area. BIDs deliver additional projects and services over and above those already provided by public bodies.

QUESTIONS?

Please visit our website www.digbethbid.co.uk to make contact with us, get more information and keep up to date.

Have BIDs been supported elsewhere in the UK?

YES - Since 2004 when this legislation was introduced, there have been over 340 BIDs developed in the UK, which will bring in over £150 million of new finance to develop their locations. Birmingham already has 11 BIDs with the nearest being Southside.

What might a BID deliver?

IT'S UP TO YOU. The BID can deliver any projects or services that are agreed by the businesses in the BID area, but they must be over and above anything that the public sector is required to provide through your business rates. Most BID projects include marketing and promotional activities, improving access and facilities, welcome and safety measures, attracting new businesses and investment, reducing costs, and enhancing the visitor experience. The important thing is that the BID is focused on operating and delivering the initiatives that are determined through detailed consultation with all of businesses in the BID area.

Why do businesses support BIDs?

TO IMPROVE YOUR BUSINESS AND THE AREA. A BID allows businesses to raise a sum of money to collectively manage and deliver projects that they have identified and believe will improve their trading environment, providing a return to those who are paying for the improvements.

How is a BID monitored?

BY LOCAL BUSINESS OWNERS - Like any good business plan, specific key performance indicators (KPIs) are set, and performance is monitored against these KPIs by the BID Board. The BID company is answerable to the businesses that pay the BID levy and will be required to monitor and inform its members on progress towards the agreed KPIs.

How will the BID be managed?

BY LOCAL BUSINESS OWNERS - BIDs are normally controlled and managed by local businesses, that are paying the levy. Currently the majority of BIDs are delivered through a Company Limited by Guarantee (not for profit). The BID Company would be responsible for the delivery of the BID projects and services and directly responsible to all businesses through a Board elected from those businesses that pay the BID levy.

Who can develop a BID?

A BID can be proposed by any business ratepayer, property owner, local authority or a partnership with an interest in the BID Area.

Who pays for a BID?

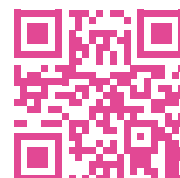
YOU - Once projects and services have been agreed along with how they are going to be delivered and managed, they are costed up and set out in a Business Plan. The cost to each business is worked out on a pro rata basis - This is called the 'BID LEVY'. The BID levy is normally paid by the occupiers of a property. In addition, BID contributions can be provided through voluntary funding, grants and 'in kind' contributions.

How does an area become a BID?

WE NEED YOUR VIEWS NOW (AND EVENTUALLY, WE HOPE, YOUR VOTE!). A 'BID Task Group' is set up which is responsible for putting together a Business Plan in consultation with businesses. This sets out the projects it aims to deliver on behalf of the local businesses. The Business Plan will include the projects, costs, delivery mechanisms, performance indicators and the management structure. A confidential postal vote is then held of all businesses that would pay the BID Levy. To achieve BID status, a majority of those that vote must be in favour by number and rateable value. A successful BID has a mandate for a maximum of 5 years after which the BID would need to seek a renewal. The Digbeth BID draft timeline below:

Business Consultation & Engagement	June - August 2025
Business Plan	September - December 2026
Campaign	January 2026
Ballot	February 2026

For an up-to-date list of BID Task Group members, please visit our website. Also, if you would like to be part of the BID Task Group, please let us know.



Does this mean the local authority will stop delivering services?

NO - THE OPPOSITE. BID funds can only be used to carry out projects/services ADDITIONAL to those that public services have 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 benchmarked. The BID company can agree to provide additional resources to deliver a higher level of service over and above that level if this is what businesses have identified.

Thank you for taking time to read through and discover more about the BID initiative and remember that you can contact us and let us know what you think on hello@digbethbid.co.uk and by visiting our website www.digbethbid.co.uk.

Please don't forget to fill in our survey there as well and let us have your details so we can give you regular updates. We look forward to working in partnership with you.