BUSINESS PLAN

BIRMINGHAM ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT (ABID)

2027-2032

Proposed by:

BIRMINGHAM HOSPITALITY ASSOCIATION

Company number 15897849

SUMMARY

Page 4-5	The story so far
Page 6	Funding route
Page 7-8	Consultation and engagement
Page 9-10	**The plan**
Page 11-12	**Investment**
Page 13	Budget assumptions and clarifications
Page 14	City visitor charge
Page 15-16	Governance and accountability
Page 17	The levy rules
Page 18-19	Appendices

BIRMINGHAM ACCOMMODATION BID

“The Birmingham Hospitality Association (BHA) has been developing the proposed Birmingham ABID.

This would be a pioneering initiative driven by the city’s major accommodation providers. Its goal is to generate new events and activities that will attract more visitors to central Birmingham, especially during low-season months. *This initiative aims to bolster the city’s visitor economy by securing large-scale events, conferences, and festivals.*

This could be a gamechanger for our city and for our industry but only if the hospitality sector gets fully behind the initiative.

How the scheme will look, how it is operated and the charges we would like to introduce are all decisions to be made by those hotels impacted across the city and surrounding area. **Your support is essential for us to create the best possible solution for our city**.”

Joanne Gray
General Manager, Staybridge Suites
Co-Chair, Birmingham Hospitality Association

THE STORY SO FAR

Cities across the world are raising their game to target more visitors and to increase overnight stays.

The West Midlands has recovered from the pandemic, reporting 145m visits in 2024 (4m increase vs 2022) and a 15% increase in visitor spend to £16.3bn (source: West Midlands Growth Company).

Birmingham is ranked third in England for overnight trips (3m a year) and day visits (23.8m), falling behind London and Manchester (source: Visit Britain). By 2024, Birmingham had risen three places to become the fifth most attractive UK city for regional hotel investment (source: Deloitte), and the tourism sector accounts for 75,000 jobs in and around the city (source: University of Birmingham).

There also remains strong investor interest in “upper upscale” and “luxury” accommodation (source: European Hotel Industry and Investment Survey, 2024). Further developments will deliver 715 new rooms including a 22-storey, 198 room boutique hotel at Paradise, One Ratcliffe Square (source: Deloitte). The city is also the third most recognised UK destination amongst international travellers - over 13m people use its airport each year.

Birmingham proudly boasts a thriving leisure and cultural offering, hosting its own Symphony Orchestra and Royal Ballet. The National Exhibition Centre (NEC) is the UK’s largest dedicated events space and the International Convention Centre (ICC), including the Symphony Hall, attracts over 350,000 visitors a year alone.

Despite this, Birmingham lags behind places like Edinburgh, Oxford, and Manchester for its appeal to visitors (source: Deloitte).

We have a clear opportunity to persuade our daytime visitors to stay overnight.

The opportunity has been further proven by the Commonwealth Games and other major sporting events including the IAAF World Athletics Championships, the World Gymnastics Championship, the Cricket World Cup, the Ashes, and the All-England Badminton Championships.

Proven in other cities with Accommodation BID models like Manchester and Liverpool, **there is a huge potential to increase the conversions of Birmingham’s day visitors into overnight stays. Currently less than half stay longer than 24 hours - and we need to change this.**

Historically, this potential has been constrained by limited budgets when competing with alternative destinations. Birmingham also lacks a significant volume of home-grown events. Cities undergoing significant redevelopment like Birmingham's also see their visitor numbers and overnight stays adversely affected.

In a 2022 report, Birmingham was challenged to bring in leading events including:

Turner Prize	**UNESCO Creative Cites Annual Conference**
Michelin Awards	**One World Summit**
MTV EMAs	**World Irish Dance Championships**
International Classical Music Awards	**British Fantasy Awards**
WOMEX	**Eurovision**
International Indian Film Awards	**BBC 6 Music Festival**
World Choir Games	**BBC Radio 1 Big Weekend**
MOBO	**British Street Food Awards**
The Hugo Awards	**BEYOND Conference**
World Fantasy Awards	**The Children's Media Conference**
Tolkien Society Awards	**Music Cities Conference**

Source: FEI

A record of unsuccessful attempts to bring major events and conferences to Birmingham since 2023 indicates that over 150,000 delegates, worth over 700,000 bed-nights, have been lost to other cities, costing over £100m to the local economy. The European Association for International Education (EAIE) annual conference is one such opportunity. The event attracts 6,500 international delegates, each staying an average of four nights, and could generate an estimated £8.3m for the local economy. Winning the event would require up to £350,000 in subvention and associated funding, which could be supported through the proposed ABID. The EAIE conference was held in Gothenburg in 2025 and will take place in Glasgow in 2026.

Meanwhile, Manchester and Liverpool have established ABIDs and now invest a combined £7.5m annually in attracting visitors and overnight stays. Alongside dedicated multi-million-pound event attraction funds, stronger collaboration between venues and accommodation providers is helping secure more conferences and events, while converting more day visitors into overnight guests. Just one example of their success was the decision by the MOBO Awards oraganisers to relocate their annual ceremony to Manchester for the first time in 2026, bringing tens of thousands of new visitors the majority, many of whom stay for at least one night.

The success of the Commonwealth Games demonstrated Birmingham's capability to deliver world-class events, but it needs more of them; and for those attending to stay and return.

FUNDING ROUTE

It has long been commonplace in many global cities, particularly across Europe, for overnight guests to be pay a tax to the accommodation providers. Charges vary - they can be charged per person, or on a per room/unit occupied basis. They may be calculated as a fixed amount or a percentage of the bill. Major tourist cities includinng Venice tax day-visitors as well as those staying overnight. The concept is nothing new.

In 2024, the Scottish government legislated that councils would have the power to charge a compulsory tax added to room bills. Edinburgh was the first to announce the charge, which began in the summer of 2026. More recently, Glasgow and Aberdeen have followed. The Welsh government will also allow councils to introduce visitor charging on a per person basis, covering all accommodation including campsites and hostels.

In the King's Speech in May 2026, the government proposed to legislate to give mayoral combined authorities the ability to raise overnight visitor levies at some time in the future. Depending upon the outcome with the West Midlands Mayor, this could be a threat to Birmingham's competitiveness - **unless accommodation providers come forward with their preferred approach**.

The disadvantage of such approach is that those who collect the money – the accommodation providers – have little or no say on the arrangements for, or the management of, the schemes.

Locations could opt to request voluntary contributions from accommodation providers. Alternatively, conventional Business Improvement Districts (BIDs) can include destination management within their business plan. However, neither options offer either the certainty, or the scale of investment required, in a city such as Birmingham.

Manchester and Liverpool have both developed a new and innovative model; the Accommodation BID (or ABID). This combines the certainty of a long-term arrangement provided by the BID Regulations (up to a maximum of five-years), alongside the introduction of a City Visitor Charge. This ensures that everyone staying pays a small amount to further develop the tourism and visitor market.

WHY AN ABID?

- It can only be introduced by accommodation providers through a ballot.
- Providers collect the money from their guests before having to pay it across.
- Decisions on how to spend the money are made by the accommodation providers.
- It offers sustainable funding so that decisions can be made in the longer-term.
- Every five-years, providers decide whether to continue with the scheme.

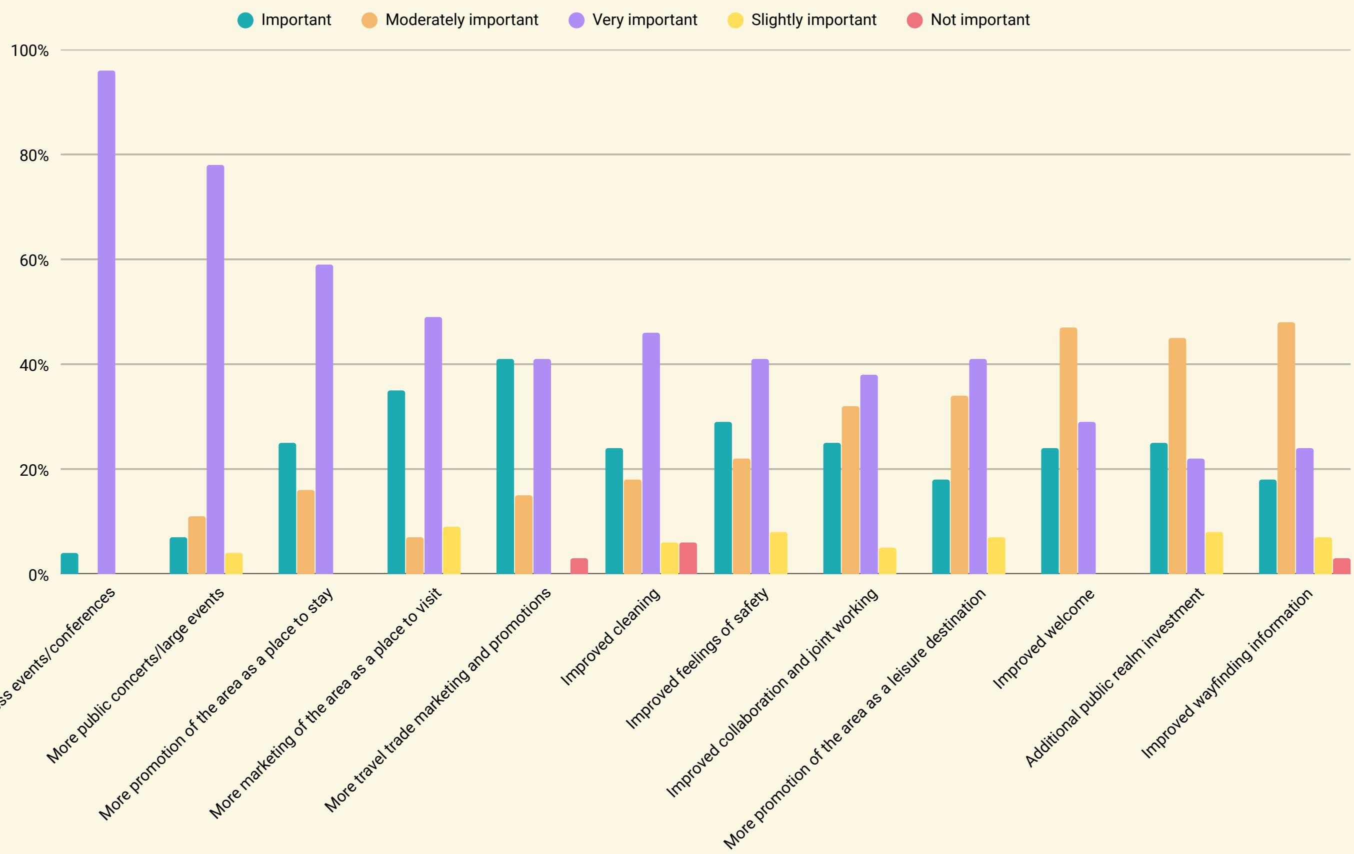
CONSULTATION AND ENGAGEMENT

This Business Plan has been shaped by engagement with the sector and has been led by the BHA. Originally, a larger footprint for the ABID was explored as a study area. The consultation feedback led to the final area being defined.

As part of the consultation process, all providers and short stay serviced apartment operators were invited to submit their opinions and input into the Business Plan and projects. The providers were invited to complete a survey through post, email or phone consultation.

In addition, General Managers have been briefed at various meetings of the Birmingham Hoteliers' Association and encouraged to share feedback during the development stages; one-to-one briefings have been held with most properties; public and private sector stakeholders have been engaged, including major venues.

When people were asked about their priorities, additional events, conferences, concerts and events were seen as the priority to drive more overnight stays. There was a realisation that a combination of improved marketing and promotion together with a subvention fund would be necessary.



The BHA have worked closely with West Midlands Growth Company to understand the city position and opportunity. The BHA has consulted with the West Midlands Combined Authority through its West Midlands Tourism Advisory Board.

CONSULTATION AND ENGAGEMENT

Separately, a SWOT analysis for the area helps to identify where additional funding and collaboration might assist:

Strengths

- Strong brand identity.
- High levels of footfall.
- Quality of venues.
- Mixed accommodation and complimentary offer.
- Excellent transport links.
- Existing BIDs provide a ready policy framework for integration.
- Established forum for accommodation providers.

Weaknesses

- Lack of awareness of distinct districts in central Birmingham.
- Lags competitors in terms of appeal.
- Lack of home-grown events.
- No subvention funding.
- Perceptions partly resulting from adverse national headlines.
- Few national templates for accommodation-led BIDs.

Opportunities

- Estimated £2.7 million+ a year of additional investment.
- Ability to attract national and international conferences and events.
- Ability to deliver visible, high-impact marketing campaigns and events.
- Improvements to perceptions of the city, including first impressions.
- Leadership vehicle for the accommodation sector.
- Scope to co-design with other key stakeholders.

Threats

- Reputational risk if the initiative is poorly communicated or perceived as inequitable.
- Resistance from the accommodation sector.
- Insufficient consultation and preparation.
- Reluctance amongst visitors to pay an additional charge.
- Other cities adopt the model and progress more rapidly.
- National legislation or guidance on visitor charging changes.

A draft Business Plan was circulated to providers in October 2025.
This final version responds to the feedback received.

THE PLAN

BIRMINGHAM ACCOMMODATION BID

The money raised will be invested by accommodation providers to increase visits to and overnight stays in the city.

The ABID will only invest where the targeted outcome is an increase in visits and overnight stays. Funding decisions will be made by a new ABID Board of Directors, which will be made up primarily of representatives from accommodation providers. Each initiative proposed will required majority support from the Board.

Over the first term the Birmingham ABID, will deliver:

1. A range of tactical shoulder nights activities
2. An improved city welcome
3. The creation of a physical and digital infrastructure to support events including signposting, flags, civic engagement, digital assets, and hotel assets.
4. The formalisation of an ambassador/volunteering programme to support the calendar of major business and leisure events.

All with the objective of increasing the number of city bed nights.

The ABID will produce a half-yearly insights report available to those who pay a levy. The report will detail all of the activities delivered, visitor numbers, economic spend, and overnight occupancy. Therefore every accommodation provider in the ABID will be able to clearly track their return on investment.

The priorities that have emerged from the research and consultation are:

BRAND BIRMINGHAM PROMOTION

SUBVENTION

Larger venues currently miss out on attracting large scale events to the city as there are no central funds available to them, and no mechanism by which providers and stakeholders can collaborate and prioritise their targets. The ABID will provide both the money and the structure to ensure that Birmingham can compete on an international scale.

DESTINATION MARKETING AND CITY PRIDE

Working with key partners, the ABID will fund ongoing campaigns and communications strategies to develop a greater sense of pride in Birmingham and its surrounds.

CITY WELCOME

The ABID will build upon the successful ambassador and volunteering programme activated by United by 2022 during the Commonwealth Games. It will also assist Birmingham City Council and the existing BIDs to improve perceptions of safety and cleanliness, particularly when the city needs to look its best for new visitors.

BIRMINGHAM
ACCOMMODATION
BID

BRAND BIRMINGHAM MARKETING

INTERNATIONAL CONFERENCING AND BUSINESS

The ABID will ensure Birmingham remains competitive for international events that rotate between cities and countries. Working with ICCA, universities, the Chamber, VisitBritain and the West Midlands Growth Company, it will expand exhibition and outreach activity while establishing a formal ambassador programme with Birmingham City Council.

DOMESTIC MARKETING

The ABID will create dedicated leisure marketing campaigns to target different priority visitors during shoulder periods.

EVENT COLLABORATION

Working with key cultural and venue partners, the ABID will curate and promote a homegrown events programme including an annual cultural experience, and food and drink campaign. In addition, it will support and expand city-wide projects including Birmingham Cocktail Weekend and other City Curator initiatives.

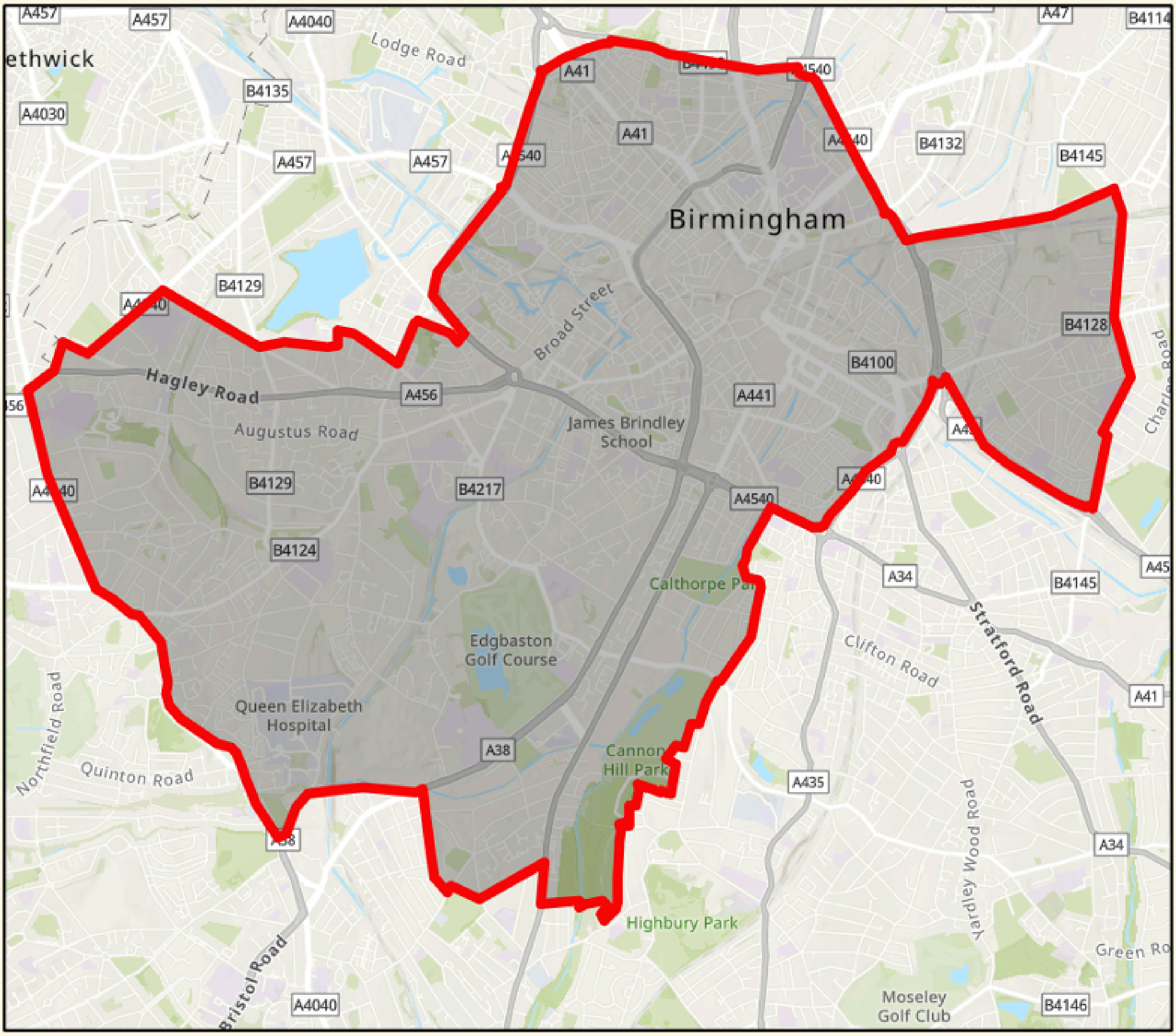
INVESTMENT ACTIVITY

The ABID will provide the mechanism by which the hospitality sector can work with the wider business community to create and deliver a long-term strategy to encourage investment in the city.

INVESTMENT

After consultation, the final ABID area includes the majority of Birmingham City Centre extending to the east to include the St Andrew's Shopping Centre and its surroundings. The area also extends south and west of the city to include Edgbaston Cricket Ground and the areas leading into the city centre.

The boundary is as shown in red on the indicative map below:



By applying a rateable value (RV) threshold of £70,000 to specified accommodation premises within this area 52 hotels premises in the area currently being liable. Together they have over 7,841 rooms/units and, if each charged guests a small amount extra on rooms/units booked, it would result in a new investment fund of almost £2.9m a year average (subject to the budget and assumptions that follow, page 13).

INVESTMENT

Based on the joint delivery themes of 'Brand Birmingham Promotion' and 'Brand Birmingham Marketing' an indicative budget is:

Budget	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Income						
Billable Levy	£2,990,753	£3,262,640	£3,262,640	£3,262,640	£3,262,640	£16,041,314
Reduction	-£264,580	-£264,580	-£264,580	-£264,580	-£264,580	-£1,322,900
Net Levy	£2,726,173	£2,998,060	£2,998,060	£2,998,060	£2,998,060	£14,718,414
Expenditure						
Brand Birmingham Promotion	£1,226,778	£1,379,108	£1,349,127	£1,349,127	£1,349,127	£6,653,267
Brand Birmingham Marketing	£1,199,516	£1,319,146	£1,349,127	£1,349,127	£1,349,127	£6,566,044
Management costs	£177,201	£194,874	£194,874	£194,874	£194,874	£956,697
Levy collection costs	£81,785	£89,942	£89,942	£89,942	£89,942	£441,552
Development costs	£35,000	£0	£0	£0	£0	£35,000
Surplus	£5,926.60	£14,990.30	£14,990.30	£14,990.30	£14,990.30	£65,853.80

BUDGET ASSUMPTIONS AND CLARIFICATIONS

- An area-wide occupancy rate of 65% applied to each premises.
- A 'City Visitor Charge' (and Levy Rate) of £2 per room/unit per night.
- An 'allowance' (or reduction) of 10% in the first year and 5% thereafter will be made to the STR Published 'Birmingham Average' occupancy rate to compensate providers for instances where the City Visitor Charge cannot be made.
- Contingencies are provided by an assumed Levy collection rate of 95% and surpluses in each year.
- Hereditaments liable for a BID Levy to another BID may apply to have each quarter's ABID Levy reduced by 25% of the other annual Levy that they are liable for in that financial year (labelled as 'reduction' in the budget). A copy of the other BID Levy demand, together with proof of payment, may be required.
- There is no VAT on the Levy, but it is likely (depending upon each provider's own tax advice) that it will need to be added to the City Visitor Charge.
- Whilst no uplift in income has been forecast from new premises that open during the term, any hereditament meeting the definition for inclusion will be charged from the date of entry onto the ratings list.
- The overheads of the ABID are comparatively low as it is anticipated that most of the marketing and promotion will be outsourced.
- In Year 1, the establishment costs of development including production of the BID Business Plan and implementation of the Arrangements will be repaid. The grant to the BHA from Birmingham City Council (£30,000) will become repayable if a successful ballot outcome is achieved. In addition, a small residual amount of professional fees relating to the development (£5,000) will be due to Locus Management Solutions Limited.
- Birmingham City Council will be responsible for the collection of the Levy. An Operating Agreement will apply, and the intention will be for the BID to meet with the Council to review Levy collection and update on financial management arrangements. The quarterly cost of collection has been estimated as 3% of that quarter's billable Levy after the outcome of any appeals.



CITY VISITOR CHARGE

The Levy due from each provider would be calculated monthly and charged quarterly in arrears, thereby ensuring that monies collected from guests are available before they need to be paid across. Each month's levy for each provider would be first calculated as follows:

(a x b) - (c-d) = MONTHLY MULTIPLIER

(a) numbers of rooms/units available per night
(b) the number of nights per month
(c) the STR Published 'Birmingham Average' occupancy rate for each month
(d) 'the allowance' to allow for potential non-collection/prior or group bookings etc

The Monthly Multiplier is then multiplied by £2 to calculate the levy due.

For example:

A hotel has 100 bedrooms and, in October 2027, the STR 'Birmingham Average' occupancy rate is 65%. 'The allowance' is 10% (reducing to 5% after the first year).

The Levy calculation is:
(100 rooms x 31 nights) x (65% - 10% = 55%) = 1,705 (the 'Monthly Multiplier')

ABID Levy = 1,705 x £2 = £3,410

Throughout each quarter and ahead of receiving their Levy demand for the period, participating providers can elect to pass on the £2 charge (with VAT added depending upon circumstances) to their guests by adding it to their room bill through an amendment to their standard terms and conditions. **The aim is that by passing this small charge onto guests, providers will find that the ABID can be made cost neutral.**

Some premises may already be liable for a Levy to another BID in Birmingham. Those Levy payers may request that their quarterly ABID Levy charge is reduced by one-quarter of the annual Levy charged to them by their other BID. Evidence of payment of any such BID Levy may be required.

Once a quarterly Levy demand is received each ratepayer will have 30-days in which they can appeal its calculation based upon a material discrepancy in the room/unit numbers available e.g., due to them being out-of-order for refurbishment etc. A report from the property's PMS system will be amongst the evidence required to support the appeal. An appeal must first be made in writing to Birmingham City Council and will be decided by policies and procedures agreed from time to time by the ABID Company Board.

GOVERNANCE AND ACCOUNTABILITY

It is vital that the providers who pay the Levy feel in charge throughout. The scheme cannot be introduced without their support in a ballot; they will be making the investment decisions and then, after 5-years, they will decide if it is to continue.

By 20/08	20/08	17/09	18/09	01/04/27 - 31/03/32
Ballot paper recieved	Ballot opens	Ballot closes	Result announced	ABID term begins

For the ABID Business Plan to succeed at ballot (a) of those ballots returned by the close, those voting in favour of the Business Plan must exceed those voting against it, and (b) of those ballot papers returned by the close, the total rateable value (RV) of those properties or hereditaments which vote in favour, must exceed the total of those voting against.

The BID Proposer (Birmingham Hospitality Association Limited (BHA), Unit 9, c/o Bonner and Hindley, Acorn Business Park, Killingbeck Drive, Leeds LS14 6UF, company number - 15897849) notified the Secretary of State of its intention to request a ballot on 23rd April 2026. The Proposer company will also become the BID Body.

Assuming that the ballot is successful, nominations for Board membership will be open to those providers paying the Levy. These Levy payer board members will have voting rights. In turn, the Levy Payer members will elect one from among them to be the ABID Chair. The Directors will establish and manage any sub-groups. This group will also make any adjustments required to the Company's Articles.

In addition to the Directors from the accommodation sector, a representative from Birmingham City Council, West Midlands Combined Authority, West Midlands Growth Company, the major venues, and one of the City centre BIDs in Birmingham will be invited to join the Board in a non-voting capacity.

The Board's primary responsibility, in addition to its statutory obligations, will be to deliver on the BID Business Plan commitments and to ensure that projects are delivered efficiently and effectively.

GOVERNANCE AND ACCOUNTABILITY

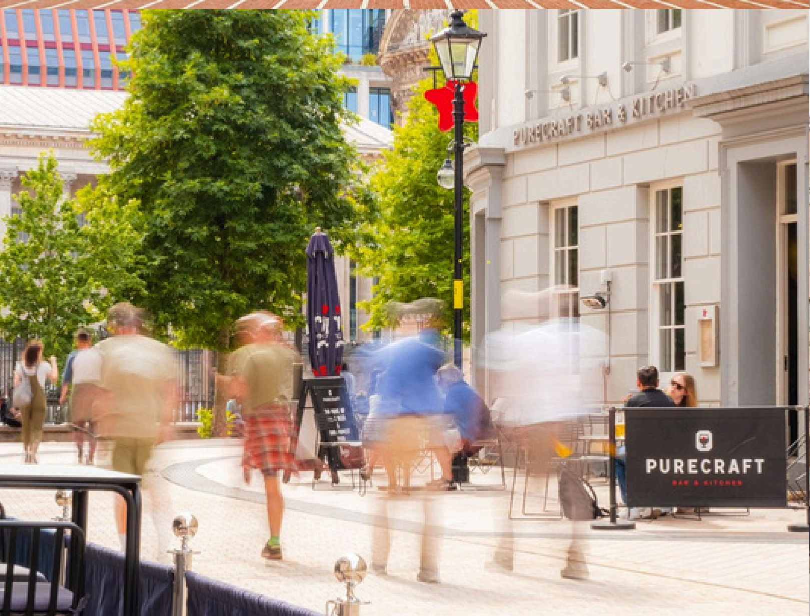
Provided that the ABID is meeting its overall objectives, the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the methodology relating to the levy rate may require an Alteration Ballot.

The Company will file annual accounts and will send a copy, together with an annual report, to each accommodation provider and to the local authority. An annual meeting for accommodation providers will be held and, at this, the results of an annual survey of contributors will be presented.

The BHA will continue to operate a voluntary membership programme in order that other accommodation, hospitality and venue providers can engage with its work.

The two relevant baseline service providers (West Midlands Growth Company and the Council) have agreed that they will not use the availability of the ABID Levy to justify amendments to their spending commitments in the area, compared to elsewhere. Baseline statements of the current services provided, confirms that the projects proposed by the ABID are additional to and not replacing those already funded through business rates. These statements are contained within appendix 2.





THE LEVY RULES

1. The Levy for all hereditaments will be invoiced by Birmingham City Council.
2. The amount due from each property or hereditament will be calculated monthly and charged quarterly in arrears. It will be charged on liable premises defined as those available for private paid overnight booking in the following categories: hotels (and premises) or aparthotels (and premises) or hotel, club (and premises).
3. A 'Monthly Multiplier' for each hereditament will be calculated using STR's (part of CoStar) calculation of the area-wide ('Birmingham Average') occupancy data as follows:

(Numbers of rooms/units available per night x number of nights per month) x (STR published 'Birmingham Average' occupancy rate for each month minus the allowance)

The STR occupancy rate will be reduced by 15% in the first year (reducing to 5% for each year thereafter) as an 'the allowance' for pre-bookings and larger scale bookings.

4. To determine the amount of each month's Levy due from a hereditament, the 'Monthly Multiplier' will be multiplied by £2.
5. The ABID's financial year is to be 1st April to 31st March, with levy invoices charged quarterly in arrears (i.e., for the period April to June 2027, demand notices will be due for payment in July 2027, and so on).
6. Only properties or hereditaments with a rateable value of £70,000 or more will be liable for payment of the levy.
7. Any hereditament created and/or entered onto the local rating list will be deemed to have been liable for the BID Levy from the effective date of entry onto the ratings listed published on the 'gov.uk' website. In this instance, the number of nights within the month of entry will be calculated accordingly.
8. Changes of ratepayer within any quarter will be reflected by an apportionment of levy bills, calculated on a daily basis.
9. The number of properties or hereditaments liable for the levy is approximately 52.
10. For those hereditaments also within another BID Arrangement, the amount of each quarter's ABID Levy demand will be reduced by 25% of the other Levy due in the same year.
11. The liable party for payment of the levy will be the ratepayer.
12. Birmingham City Council will be responsible for collection of the levy from all hereditaments. The quarterly collection charge has been estimated as 3% of the billed amount.
13. There will be no VAT on levy demands.

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APPENDIX 1

Notification to the Secretary of State

Secretary of State
c/o Local Taxation Division
Ministry of Housing, Communities and Local Government
Fry Block, South East 2nd Floor
2 Marsham Street
London SW1P 4DF

23rd April 2026

Dear Secretary of State,

Birmingham Accommodation Business Improvement District (BID) - Intention to request a BID Ballot for a first term.

Please accept this letter as a withdrawal of the previous notification of the intention to hold a ballot submitted on behalf of the Birmingham Hospitality Association.

As per the Business Improvement Districts (England) Regulations 2004 Regulation 3 (2), please accept this letter as notification of the intention to submit a request to Birmingham City Council to hold a BID ballot. The date of this letter will be no less than 84 days prior to any such request to the billing authority to put a BID Proposal to ballot, in accordance with Regulation 4 (2) (a) (ii).

The details of the developing BID are:

Name of BID: Birmingham Accommodation BID

BID Proposer & BID Body: Birmingham Hospitality Association Limited (Company Number – 15697649), Unit 9 C/O Bonner & Hindley, Acorn Business Park, Killingbeck Drive, Leeds, England, LS14 6UF

Name of Billing Authority: Birmingham City Council

Contact Details: Joanne Gray, General Manager, Staybridge Suites (on behalf of the Birmingham Hospitality Association) Email: joanne.gray@birmingham.staybridge.com

Timeline: There is no definitive ballot timeline at this stage. However, the anticipated ballot day is the 17th of September 2026 and in any case the date of this letter will be no less than 84 days ahead of the request to put a Proposal to ballot.

If you have any questions, please contact me on the above email address. In the meantime, I look forward to receiving your confirmation that you have been properly notified, as required by the Regulations.

Your sincerely,

Joanne Gray
General Manager, Staybridge Suites (on behalf of the Birmingham Hospitality Association)

cc: Joanne Roney, Managing Director, Birmingham City Council,
(Joanne.Roney@birmingham.gov.uk)

APPENDIX 2

Baseline statements

West Midlands Growth Company (WMGC)

Regional Commission and Remit:
WMGC is commissioned to support the visitor economy across the seven local authority areas of the West Midlands Combined Authority (WMCA). Our core funding is provided to deliver outcomes that benefit the region. Where additional, place-specific funding is secured, WMGC can extend its delivery beyond the core geography or provide targeted activity. A recent example is the Destination Development Partnership (DDP) programme, funded by DCMS and VisitEngland, which enabled WMGC to support tourism businesses across Warwickshire as well as the WMCA geography.

Birmingham's Role Within the Regional Offer:

Birmingham is the region's principal destination, with significant national and international profile, extensive visitor assets, and a substantial share of regional visitor demand. Consequently, Birmingham is consistently represented across WMGC's core activity, including:

- Destination website content and digital platforms.
- Social media and integrated marketing campaigns.
- Product development initiatives.
- Domestic and international sales missions.
- Conference and business events bidding.
- Media engagement, press visits and familiarisation (FAM) trips.

This reflects Birmingham's importance within the regional visitor economy and ensures it remains a key component of WMGC's promotional activity.

Funding Position:
While Birmingham benefits significantly from WMGC's regional marketing activity, there is currently no dedicated funding allocated specifically for the promotion of Birmingham, or Birmingham city centre, in isolation from the wider region. As a result, WMGC cannot prioritise Birmingham to the exclusion of other destinations within its commissioned geography. Doing so would fall outside our remit and would not be acceptable to other LA partners; just as exclusively marketing Coventry would not be acceptable to Birmingham, for example.

Evidence-Led Delivery:

WMGC adopts an evidence-based approach to destination marketing. Where market intelligence, consumer demand or event organiser requirements indicate a Birmingham-focused proposition, marketing messages and promotional activity are tailored accordingly. The same principle is applied across the region's other destinations where demand exists. However, in the absence of a dedicated Birmingham funding stream, WMGC must continue to balance investment and delivery across the region in line with its commissioning arrangements and strategic responsibilities.

Conclusion:

Birmingham is central to WMGC's regional destination offer and is prominently featured across all core marketing, sales and promotional activity. However, WMGC's funding and commissioning arrangements require it to deliver for the benefit of the wider West Midlands visitor economy. Dedicated Birmingham-only marketing activity would therefore require a specific funding allocation to enable delivery outside the organisation's existing regional remit.

BIRMINGHAM ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT

BASELINE SERVICES STATEMENT (JULY 2026)

1. **Roles**
   1.1. Birmingham City Council ("the Council") is the local authority for the purposes of the Local Government Act 2003 and is providing relevant baseline services within the Business Improvement District ("BID") Area;
   1.2. The Birmingham Accommodation BID ("BID Company") is responsible for the management and operation of the BID and for achieving the objectives and aspirations set out in the BID Proposal;

2. **Purpose**
   2.1. The purpose of this Statement is to set out the services provided on or behalf of the Council within the area of the Birmingham Accommodation BID. It is not intended to be a comprehensive statement of service provision, covering only those services relevant to the BID Proposal where additionality is sought.
   2.2. The information provided is to allow the BID Company to benchmark provision and ensure additionality of services it delivers.

3. **Status**
   3.1. This Statement is presented pursuant to section 1 of the Localism Act 2011, Part IV of the Local Government Act 2003 and Section 111 of the Local Government Act 1972 and all other enabling powers as particularly set out in The Business Improvement Districts (England) Regulations 2004.
   3.2. Nothing in this Statement is intended to, or shall be deemed to, establish any partnership or joint venture between the Parties, constitute either Party as the agent of the other Party, or authorise either of the Parties to make or enter into any commitments for or on behalf of the other Party.

4. **Exercise of the Council's Powers**
   4.1. Nothing contained in this Statement or implied in it shall prejudice or affect the rights, discretions, powers, duties and obligations of the Council under all statutes, byelaws, statutory instruments, orders and regulations in the exercise of its functions as a local authority.

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BIRMINGHAM ACCOMMODATION BID

Investment for a stronger overnight visitor economy in Birmingham

birminghamhospitality.co.uk

BIRMINGHAM HOSPITALITY ASSOCIATION