

**NORTHFIELD TOWN CENTRE
BUSINESS IMPROVEMENT DISTRICT
(BID) Statutory Explanatory Notes
1st April 2022 – 31st March 2023**

What is Northfield BID?

The Northfield Business Improvement District (BID) is a defined geographical area within the Northfield Constituency of Birmingham where businesses have voted (in accordance with the Local Government Act, Business Improvement Districts (England) Regulations, 2004) to collectively invest in local improvements to enhance their business trading environment.

In November 2021, a postal ballot was conducted of eligible business ratepayers in the BID area. Of those voting, 77.68% voted in favour of renewing the BID (70.23% by rateable value). Having secured the necessary mandate for a third term, BID3 recommenced on 1st January 2022 for an additional five-year term which will now conclude on 31st December 2026.

The purpose of Northfield BID is to provide a range of new, additional, or innovative services and projects that are to improve the “eat, shop, play and work” “retail plus” experiences for local businesses, staff and their customers, in addition to promoting the Town Centre trade and USP.

This charge is payable by business ratepayers and will be collected by Birmingham City Council in much the same way as business rates.

The funds are then passed to Northfield Town Centre BID Limited, which is an independent and private sector led not-for-profit Company (by guarantee), to invest on potential services as outlined within the BID3 Business

Plan, which will benefit the Northfield Town Centre business community.

Northfield BID is one of 11 BIDs across Birmingham and its local centres. The other City and local centres BIDs are Westside, Retail Birmingham, Colmore Business District, Erdington, Kings Heath, Southside, Sutton Coldfield, the Jewellery Quarter, Soho Road and Harborne Village.

How is Northfield BID delivered?

The BID’s activities are delivered by Northfield BID. The Board of Directors who serve on the BID do so on a voluntary basis and are directly accountable to the BID levy payers. The BID employs a BID Town Centre Manager whose responsibility will be to implement BID projects and services and to respond to local issues and the need of businesses in conjunction with the BID’s partner organisations. The BID also employs officers to oversee the operational delivery of Northfield BID projects and services.

In line with the BID3 Business Plan, all levy payers are eligible to become members of the BID Company. Any business that pays the levy can put themselves forward to be considered for a place on the BID board. If you are interested in being considered as a BID director, please contact the BID Town Centre Manager directly.

What was the BID revenue from 1st April 2021 to 31st December 2021

The anticipated BID budget from 1st April 2021 to 31st December 2021 was approximately £68,465. This budget is as a result of the remaining nine months of the BID2 term, as well as collection of BID levy during the pandemic.

What is the anticipated BID budget from 1st April 2022 till 31st March 2023

The anticipated BID budget from 1st April 2022 till 31st March 2023 to be collected for the BID’s operation, is estimated at **£106,000**.

This is the BID’s first year of its third term. The team will be working hard to fulfil the mandate as voted for by the Northfield BID business community. The BID will continue to source and secure funding from internal and external sources, such as promotional opportunities available within Tays Corner and Prices Square. Our projected income generation (excluding reserves) is estimated £5,000.

British BIDs Accreditation: Northfield BID gained “accreditation” from the business improvement districts’ industry, British BIDs. The BID’s strategic, operational and tactical actions were examined, which also included its governance, policies and procedures. The Advisory Group commended Northfield BID by saying, “... *given its modest levy income, ... Northfield BID delivers a wide range of projects [and services] requiring committed staff team to regularly liaise with levy payers and be a visible presence on the high street*”.

Northfield BID has been mandated to continue to provide a range of additional and innovative services and projects designed to improve the Northfield town centre business environment. Therefore, Northfield BID offers supports projects and services that are in **addition to and above Birmingham City Council’s services and obligations** to Northfield Town Centre business community. However, Northfield BID services and projects are not a replacement for Birmingham City Council’s statutory responsibilities to the Northfield Town Centre business community.



From 1st April, the BID will continue to concentrate on the following projects:

Improving Northfield:

- Seasonal planting of the 46 floor planters
- Annual jet washing the High street
- “Free” and “on demand” BID caretaking service.
- Christmas lights, trees and lamp post decorations

Protecting Northfield:

- Retail Radio scheme in partnership with Northfield Shopping Centre and MRS Communications
- Partnership approach to reducing anti-social behaviour on Tays Corner and Prices Square
- High Street Security Officer foot patrols by SIA Door Supervisor(s) experienced in dealing with issues relating to town centre security.
- Challenging illegal street traders and bogus charity collectors

Promoting Northfield

- BID Website & Social Media Promotion
- Additional promotions and PR for Northfield independent sector businesses
- Exploring new ideas to drive footfall within the Town Centre, in partnership with Maynineteen (place marketing).

Supporting Northfield

- Business Support
- Federation of Small Business & British BIDs Membership
- Influencing Key Decision Making
- Online & Offline BID Newsletter
- Annual Open Forum Meeting
- BID Town Centre Manager, Operations Support Officer and High Street Security Officer(s).

Further details about the projects for BID3 can be found on: www.northfieldbid.com/business

How has the BID levy been calculated?

The BID levy will be charged at 1.7% of rateable value on all non-domestic properties within the BID area as of 1st April 2021 that are listing on the Local Non-Domestic Rating List (2017).

The following will apply:

- The annual levy will be apportioned daily where properties are taken out or brought into the rating list.
- No exemptions will be granted for void or partially empty premises.
- Charitable organisations in receipt of mandatory charitable relief from rates will pay £200 levy.
- A minimum levy contribution of £200 per hereditament will apply.
- A maximum levy of £10,000 per hereditament will apply.

Details of the final rate of the BID levy can be found on the bill enclosed with this document.

There will be no adjustments to the BID Levy for 2022/23 regardless of any annual inflationary/deflationary factor for local non-domestic rate bills as calculated by the Government.

What is the start date and duration of the BID? The BID3 arrangements started on 1st January 2022 and will end on 31st December 2026.

Enquiries about payments and accounts can be made by contacting:

Birmingham City Council
Revenues Department,
PO Box 5,
Birmingham B4 7AB
Telephone: 0121 303 5509
Email: business_rates@birmingham.gov.uk

Enquiries about the BID services provided can be made by contacting:

Northfield BID Town Centre Manager
Northfield Town Centre BID Limited
C/o Northfield Baptist Church
789 Bristol Road South
Northfield
Birmingham
B31 2NQ

Mobile: 07921 818 828 or 07809 904 925
Or [Contact Us](#)