



Continuing Our Plans for Protecting, Improving, Promoting and Supporting Northfield Town Centre

2027 - 2031

NORTHFIELD TOWN CENTRE BUSINESS IMPROVEMENT DISTRICT

A PROPOSAL FOR A NEW FOURTH TERM

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Message



From Chair

As Chairperson of Northfield BID, I'm proud to share our proposal for a fourth term. The ballot runs from 22nd October to 19th November, and your vote will shape the next five years of our Town Centre.

We've delivered a lot on a modest budget, ensuring every pound improves, protects, promotes and supports Northfield High Street. But like your own business, our costs have risen due to higher contractor fees, the cost-of-living crisis, reduced post-pandemic income, and, more recently, the financial implications of the new employment rights legislation.

You've told us what matters most: a safe, clean, visible and well-supported High Street. That's why we've focused on daily safety patrols, wellbeing checks, jet washing, graffiti removal, Christmas lights, social media promotion and hands-on support.

BID4 strengthens what works — prioritising community safety, visual improvements, stronger promotion, and practical support for time-poor businesses.

Every pound you invest goes straight back into the BID area. Without the BID, the Town Centre would lose more than £600,000 in services over the BID term, including safety patrols, caretaking, Christmas lights, marketing and the collective voice that influences key decisions. These services continue only with your support.

We've built this progress together, and your vote will decide whether it continues. Please support BID4 so we can keep delivering the services your businesses rely on.

Tracy Prior, McDonald's Northfield & Northfield BID Chairperson



From Vice Chair

Investing in Our Future: Why Northfield Needs Your "Yes" Vote - As a local business owner in Northfield for the past 13 years, I, alongside fellow owners and managers, believe Northfield BID continues to deliver tangible benefits by bringing us together to invest collectively in Northfield Town Centre.

We have all felt the pressures facing the modern high street, particularly following the unprecedented trials of recent years. Today, more than ever, the changing landscape means we must capitalise on the work delivered through BID3 and carry it forward into BID4 to keep improving trading conditions for everyone during an increasingly challenging period.

The recent BID4 consultation confirmed that security remains our collective priority, with around three-quarters of positive feedback focused on safety. The impact of our Business Community Safety Officer, through dedicated foot patrols and the growing use of the radio link scheme, is undeniable. These are more than services. They are a vital investment in the safety of our staff and the long-term viability of our businesses, enabling us to tackle antisocial behaviour and shoplifting with a unified front and to aspire to make Northfield a destination of choice for residents and visitors alike.

Alongside safety, the BID ensures Northfield remains attractive and welcoming. From rapid graffiti removal and regular jet washing to seasonal planters and festive Christmas lights, the BID manages the details that shape every visitor's impression of our town. These measures are valuable and much-needed tools in the BID's toolkit. They are designed to increase footfall for the benefit of every business on the high street.

No single business could fund a dedicated safety officer or a town-wide marketing campaign on its own. Our collective strength makes it possible.

Let us ensure Northfield continues to thrive. I encourage you to join me in voting "yes".

Carl Brown, CEX Northfield & Northfield BID Vice-Chair

What is a BID?

How Does It Work? What Are the Benefits?

Northfield Town Centre Business Improvement District (the 'BID') is

"A defined area in which town centre businesses invest collectively in local improvements to enhance their trading environment and secure added value to their business."

- Funded by all eligible business occupiers contributing to a fair and transparent levy (based on the rateable value of their premises), 100% of which is ring-fenced for investment in the BID area.
- Securing significant additional commercial income, grants, and voluntary contributions from other stakeholders.
- Delivering projects and services in addition to those provided by Birmingham City Council and West Midlands Police.
- Active because the majority of businesses (by number and rateable value) voted YES in a ballot in November 2021, giving Northfield BID a legal mandate for an initial 5 years, ending in December 2026.



What are the major benefits to local businesses and organisations?

- ✓ Over £600k additional investment over the 5-year term.
- ✓ Increased confidence to secure private/public sector investment.
- ✓ Control over improvements and enhanced services that improve Northfield Town Centre.
- ✓ Increased footfall, repeat visits, consumer spending, and business activity.
- ✓ Stronger voice by acting together to influence the issues affecting Northfield Town Centre.
- ✓ Partners in public, private, and third sectors working together to coordinate cost-effective activities and projects for the benefit of customers, visitors, and employees.
- ✓ Northfield Town Centre's positive profile was raised through effective social media marketing and promotional campaigns.
- ✓ Reductions in crime and the cost of crime are important.

How?

How will the BID be organised & managed?

Northfield Town Centre (Business Improvement District) Ltd is the BID proposer of Northfield BID's fourth term and is an independent and private sector-led "not-for-profit" company, limited by guarantee (Company Number 7889072). The BID Company will also continue to manage the operation of the BID and consists of a Board of Directors who will be accountable to BID levy payers for:

✓ Upholding and promoting the continued vision and objectives for the Town Centre.

✓ Promoting the active and continued support of Town Centre businesses and partner organisations.

✓ Reporting regularly on progress and performance.

✓ Reporting regularly on progress and performance.

BID Governance Structure:

A volunteer Board of Directors (consisting of up to 10 elected BID members with voting rights) is led by a private-sector chairperson, who represents a cross-section of business sectors and skills, and is supported by key stakeholder representatives.

The Board of Directors will consist of:

✓ Business Directors:

- Retailers – national and independents
- Food, Leisure, and Hospitality
- Other business and community services
- Property Owners



✓ Stakeholder Directors:

- Birmingham City Council Ward Councillor
- West Midlands Police
- Community Representative (an interest in placemaking)

The BID Board will continue to be responsible for financial arrangements, contractual obligations, human resources, standards and compliance, and the strategic direction of the BID. The Board will also advise on operational and service delivery issues, oversee performance measurement, and serve as the primary consultative and advisory body for BID services.

All levy payers are entitled to membership of the Northfield BID Company. Each year, at the Annual Open Forum Meeting (AGM), members will be invited to attend, discuss, and vote on town centre matters for the Northfield BID.

Where appropriate to support the BID's work, additional members may be co-opted to the Board but will not have voting rights.

How will the BID be monitored for performance?

Keeping the BID "on track" and monitoring progress will be a priority, both for the impact of BID services and projects, and for the efficient use of BID funds.

This will include:

- ✓ Feedback from businesses, gathered through surveys and other available data, allows us to direct resources and respond to the changing environment and local needs.
- ✓ Regular reporting to businesses, other stakeholders, and potential investors through newsletters, the website, social networking sites, and events.
- ✓ An independent mid-term review of the BID's overall performance will be undertaken. The consultant's feasible recommendations will be implemented (subject to budget constraints).

Operating Agreements & Baseline Services Statements

As partners in Northfield BID, Birmingham City Council and West Midlands Police will enter into "agreements" to benchmark and monitor the delivery of relevant existing services. This way, the BID Company will ensure that the essential basic services are delivered effectively and sustained over an additional 5-year term.

Northfield BID will also collect baseline service data to demonstrate the additional services the BID provides for the Northfield BID business community. These baseline services will provide "additionality" to those already provided by Birmingham City Council and West Midlands Police.

Once negotiated and agreed, the agreements will be published on the Northfield BID website.

Area intelligence: We will continue to monitor performance against local and regional benchmarks to ensure our priorities and activities are responsive to local needs and issues.

What?

What we have done to **Protect** Northfield

Since the start of Northfield BID in January 2012, the BID has shown commitment to reducing business crime and antisocial behaviour that often plagues Northfield Town Centre. We are committed to working with public, private, and other sector partners to provide a safe and secure Northfield Town Centre.



Business Community Safety Officer

As well as employing **SIA Door Supervisors** as High Street Security Officers, we also contracted the service to professional security providers, who were experienced in working within a town centre BID setting. Since 2023, the BID has increased the service from 30 to 36 hours per week. Since 2025, the role has been rebranded “Business Community Safety Officer”.

Over the 5-year term:

7,128 hours



The BID area foot patrols total more than 7,128 hours.

- Conducted over 18,570 “health and wellbeing checks” with businesses.
- Weekly exchange of information and intelligence with other security officers working in the town centre.

Recovered nearly £3,400 of goods that should have been paid for



As a deterrent, officers support businesses in “making a stop” when a business crime is witnessed. For example, in the last 12 months, the Business Community Safety Officer has recovered nearly £3,400 of goods that should have been paid for.



Information and intelligence

Weekly exchange of information and intelligence with other security officers working in the town centre, including at Northfield Shopping Centre and the Royal Orthopaedic Hospital.

- Since September 2025, a “manned” 24/7 business community safety control centre has been in operation, allowing businesses to “contact” the business community safety service “out of hours” for security advice and support.



Subsidised retail radio scheme.



At least 20 businesses concerned about business crime have benefited from the partnership between Northfield BID, Northfield Shopping Centre and M.R.S Communications.

Antisocial Disorders.

The BID Town Centre Manager attends bi-monthly partner meetings and works closely with West Midlands Police, Birmingham City Council (Community Safety) and other partners to raise disorder issues and concerns reported by businesses and members of the public. This enables concerns about disorder to be escalated to decision-makers who fund services and projects aimed at reducing its incidence. Previous disorder concerns have included prolific offenders being awarded Community Protection Orders for causing “fear, harm and distress” to businesses and for disrupting their trade.



Bogus street traders, charity collectors and marketing and communications.



On nearly 120 occasions, the BID service has ensured that the public are protected from rogue traders and collectors that “prey” on customer goodwill. With active management, we have ensured that these “businesses” are reported to the appropriate bodies to protect the viability and well-being of the town centre.

What?

What we have done to **Improve** Northfield

Over the past 5 years, Northfield Town Centre BID has continuously focused on “improving the visual and physical appearance of the Town Centre”.



47 planters

Bi-annual seasonal planting of 47 planters placed strategically throughout Northfield Town Centre.



Nearly 600 hours per year of the BID Caretaker Service. The service was carried out in part by the BID Operations Officer and the contracted BID Caretaker. Over the past term, jobs have included:

205 graffiti tags

Approximately 205 graffiti tags removed from retail, hospitality and service businesses, including street furniture lamp posts, benches, and litter binss.



- At least **82,210m²** of the Town Centre has been jet washed (equal to the approximate size of 11.5 standard football pitches).

125 fly posters



125 fly posters removed from lamp posts, benches and pedestrian guard rails.

- Nearly **94 kg of litter and fly-tipping** has been removed from privately owned and “no man’s” fly-tipped sites.
- Approximately **220 referrals** for support were made to other partner agencies to deal with Severn Trent, highways, commercial waste and street cleaning issues.





Christmas

In celebrating Christmas, we have funded the Christmas lamp-post lights (throughout Northfield “High Street”, Frankley Beeches Road (in part), Sir Herbert Austin Way (from the Black Horse/Isaac Tongue junctions) and Church Road (in part), Christmas trees (placed at prominent focal points within Northfield “High Street”) and Christmas tree lights.



- **Twenty-nine additional and replacement bollards** were installed in targeted high-risk areas of the Town Centre that improved pedestrian safety, prevented damaged pavements and reduced unauthorised vehicular access onto the pavements.



What?

What we have done to **Promote** Northfield

Over the past 5 years of the Northfield BID, we have worked with businesses and partners to market and promote the Town Centre in a positive light through our branded marketing and communications. We have capitalised on the benefits of being a destination of necessity, highlighting our cost-effectiveness and retail-plus offering to show that Northfield Town Centre isn't just for shopping but also for accessing other services and activities.

Enhanced social media marketing

Since July 2024, Piece of Cake Marketing Agency has been working with Northfield BID to manage its social media marketing, a free-of-charge service for levy businesses. Over 2 years, the BID's social media marketing has helped the BID meet its aim of marketing and promoting the Town Centre in a positive, consistent, and effective way.

We know that your customers use Facebook and Instagram to access content about Northfield BID businesses and your offers on the BID's Visit Northfield social media, which has increased the Town Centre's visibility and our retail plus offer. From July 2024 to July 2026, our Facebook and Instagram use and interaction with customers have led to substantial "community growth" on updates uploaded to the BID's Visit Northfield platforms.

Significant growth in audience size.

Facebook followers increased by 30.07%, rising to 2,946, and Instagram followers increased by 35.23%, rising to 3,063.

Engagement score of 1.6 for reels and video.

High and continuous reach and impressions.

422,010 Facebook impressions and 465,250 Instagram impressions.

Daily Visibility. Average daily reach of 30.99k.

High reach of up to 17.96k and strong engagement for posts that promote and celebrate opportunities for local learning and stories about the business community's "characters".

409 posts published.



- **Northfield BID Website.** Over 42% increase in the information-sharing website, highlighting dedicated content for the Northfield BID business community.



Your customers also use the BID website to view pages:

- Northfield Business Directory
- Reasons To Visit Northfield
- Northfield Town Centre
- History of Northfield
- Travelling to Northfield

- **Northfield Christmas Events.** We have recognised that static, traditional events may deter customers from visiting your business, as they will only visit the Town Centre for the event and be unaware of what else Northfield has to offer. So, we trialled interactive trails, such as the Hunt for Lost Toys Safari (augmented reality storytrail (2022) and the Nutcracker Hunt Chase (2023-24). Targeted at primary-school-aged children, the

trails led children and their parents or guardians to visit various businesses and collect the information needed to take part in the competition. All these interactive events improved the visibility of businesses that were unknown to parents and guardians who often did not visit the Town Centre.



- **Independence Day.** Approximately 71% of the Northfield BID business community are independent businesses, often family-run, that employ local people and serve Northfield customers. Our independent businesses are “unique” in character, adding value and personality to the BID area. With funding secured through the UK Shared Prosperity Fund, Northfield BID celebrated the independent sector with “Love Local Northfield Shopfest” in March 2024. The outdoor family event saw at least 10 businesses “self-promote” using mobile video and Facebook. Other independent businesses were invited to leave publicity material for visitors to “Shopfest” on Prices Square.

Despite the sleet and cold weather on the day of the event, approximately 204 families with children visited and took part in the interactive activities, with about 35 children participating

in the Shopfest trail around the event area, collecting clues about the participating businesses. Birmingham City Council's cluster mapping showed that footfall on Northfield “High Street” had increased by more than 30% compared with the previous year, with dwell time rising to approximately 1 hour and 15 minutes.



What?

What we have done to **Support** Northfield

We recognise that by paying your BID levy, you expect Northfield BID to deliver a “troubleshooting” and “facilitation” service (with limitations) that will offer practical problem-solving, reduce your operational friction with statutory operators, and strengthen the collective voice with influential decision-makers, which is important for business operators in a destination of necessity, such as Northfield Town Centre.

Throughout our third term, Northfield BID has consistently provided support, guidance, and advice, recognising that dealing with statutory bodies, such as Birmingham City Council and West Midlands Police, can take up your valuable and limited time away from serving your community. The troubleshooting issues we have dealt with and sought to resolve on your behalf have included:

- Missed commercial waste collections.
- Missed litter bins needing emptying.
- Street cleaning updates.
- Liaising with various Birmingham City Council departments to negotiate affordable payment plans for business-related demands, such as business rates and trade waste.
- Illegal street traders not contributing to the Town Centre’s finances.

- Highways and pavement issues.
- Parking concerns.
- Business support – business plans, marketing plans, form filling, grant finding, etc. Helping businesses to save time and gain essential knowledge.
- And much more!

Northfield BID provides guidance that fills the “gap” at no extra cost to your business.



Influencing the Decision Makers.

Northfield BID has actively lobbied and influenced local, regional, and national decision-makers.

- The BID is partnered with Birmingham City Council Community Safety Partnership, West Midlands Police and West Midlands Fire Service to support the Northfield BID business community by escalating concerns collectively, encouraging

decision-makers to act on issues through a multi-agency partnership that addresses the persons responsible for antisocial behaviour, encampments, rough sleeping, shoplifting and begging.



- **A More Welcoming and Safer Northfield Town Centre.** Funding was secured through the UK Shared Prosperity Fund to cover the cost of supplying bollards to protect Northfield BID’s pavements from vehicle damage (approximately

£17,000) and Love Local Northfield Shopfest (approximately £10,000).



- **Kickstart Programme.** The Department for Work and Pensions, in partnership with South and City College (Longbridge), supported a funding proposal for a fixed-term contract for the High Street Security Officer. In 2022, Northfield BID funded the post for a further 12 months once the government funding had completed.
- **Mid-term Review** - A workplace work experience opportunity for a University of Birmingham graduate student for 4 weeks to assist Northfield BID Company in collating consultation findings for the BID

consultant's Mid-term Review, based on the services and projects featured in the BID3 Business Plan. The University funded the placement. This was a cost-saving for Northfield BID. The Mid-term Review Report and Findings can be found at www.northfieldbid.com/measuring-performance



- **Lord & Lady Mayoress visit.** In April 2025, the (former) Lord Mayor, Ken Wood, visited Northfield Town Centre with the (former) Lady Mayoress (Barbara Wood) and Duncan (their dog) to walk around the main BID area, meeting businesses, the public, and council facilities. The BID Chairperson and Vice Chair showcased the BID area, highlighting Victoria Common (the “Green Flag”

site), the former Northfield Neighbourhood Office, Northfield Library, Northfield Shopping Centre (including plans for Lidl), Prices Square, and Northfield House.



- **West Midlands Combined Authority (WMCA) BID Forum** Quarterly Meetings with West Midlands Mayor Richard Parker and other West Midlands-based BIDs. The meetings primarily serve as a communication channel for contacting WMCA officers (such as those in transport, strategic development, grant-finding,

devolution, and future legislation affecting the West Midlands region), communicating with other BIDs, sharing problems and solutions, and supporting collaborative working on projects.



- **Local and National Influences at Town Centre Level.** Both the Birmingham Northfield Constituency MP and the Northfield Ward Councillors regularly attend the BID Board meetings, during which they share with the Board any important information that will affect Northfield Town Centre – including legislation, government policies under consideration, and local funding opportunities – and also troubleshoot on behalf of Northfield BID. The Board has discussed issues including the implications of the Employment Rights Act 2025 for businesses employing staff, the 2026 Business Rates valuation, and updates on

Northfield regeneration and planning projects.



- **Newsletters.** Created content, published online, and distributed 10 dedicated informational business newsletters to keep businesses in the Northfield BID business community informed about news, opportunities, and updates. Online newsletters are available on the Northfield BID website.



- **Marketing & Communications Promotions** – Working with Maynineteen on income maximisation for Northfield Town Centre, the BID has generated nearly £38,000 for reinvestment in the town centre.

Testimonials



"I am writing to express our appreciation for the excellent [Business Community Support Officer] security support provided by Michael on Northfield High Street. Michael regularly checks in at the Flower Centre and communicates information that keeps us informed about the high street and what to look out for. He is very polite and reliable and always attends to the shop when requested, which makes both staff and even our customers feel safe. His presence and diligence are greatly appreciated, and I wanted to acknowledge the positive impact he has on our daily operations here at the Flower Centre."

The Flower Centre, Northfield

"... regarding our security on the high street, I don't think [Michael] gets enough recognition for the hard work he does, and how much safer we feel in the store. Michael always pops by to make sure everything is ok and asks for updates often. As one of the main stores being targeted for theft, we have seen a significant slowdown because Michael pops in and out daily. We would like to thank him and keep up the good work."

Gemma and the team, Kids Essentials Northfield

"We are the small newsagents' shop, HM News, on the high street in Northfield. We wanted to say how much we appreciate Michael, the [Business Community Safety Officer] ... who always makes his presence known by coming into our shop to see that we are ok."

He has certainly made a huge difference to all the shops and to the people who shop and live in Northfield."

Denise/ Lorraine HM News Northfield



"Here at the Clock Café, we have always had a positive experience with the BID staff, and they are always on hand to resolve any issues that may crop up related to business support"

Frank Mobed, The Clock Café



We recently experienced flooding at the rear of our building, which is still being investigated. [We] contacted Marcia at Northfield BID to find out who owned the surrounding land. Tony from Northfield BID visited our property on several occasions following the flood to offer guidance and support.

Whilst we were with Tony at the rear of the property, we passed several other local businesses. It was clear that Tony was well known and respected within the community, and [we] could really sense the strong relationships Northfield BID has built with local businesses.

It is reassuring to know that Marcia, Tony and the team are there to support businesses and help maintain and improve Northfield High Street. We are grateful for the support we have received and appreciate the work Northfield BID does on behalf of local businesses.

Anna & Molly, The Willow Dance School



As a co-founder of the Northfield Business Improvement District in 2011, a former BID Chairman, and an independent High Street

business owner, I have seen first-hand the positive impact the BID has had on Northfield over the years. It has played an important role in bringing businesses together, improving the town centre environment, supporting local traders, and providing a stronger collective voice when working with the local authority and other key stakeholders.

One of the BID's greatest achievements was its response during the COVID-19 pandemic. During an incredibly challenging and uncertain time for businesses, the support provided by the BID was invaluable. In particular, Marcia Greenwood, the Town Centre Manager, worked tirelessly to keep businesses informed, provide practical guidance, and offer reassurance when it was needed most. Her dedication and commitment highlighted the true value and importance of the BID to the Northfield business community.

Creating the BID was about giving Northfield businesses the opportunity to invest in their own future, and I believe it has continued to deliver real value by enhancing the town centre and helping businesses navigate the many challenges facing our High Streets. I remain proud to have played a part in establishing the Northfield BID and have every confidence that it will continue to make a positive contribution to our town centre.

Andy Clarke, Phase 2 Premier Salon and BID Director



"Lodge Security is proud to work alongside Northfield BID in delivering

Business Community Support services that make a tangible difference to the town centre. By working collaboratively with businesses, partners, and the wider community, we help create a safer, more welcoming, and connected environment for everyone who lives, works, and visits Northfield. Northfield BID's proactive and professional approach has been instrumental in driving positive outcomes and strengthening the local business community."

Heidi Laybourn, Customer Success Manager, Lodge Security

"Carvill & Johnson would like to thank Marcia, Tony, and the wider Northfield BID team for always being on call and ready to assist wherever they can. It's clear that the future of Northfield town and its development is at the forefront of the work they do. They never fail to answer any requests and are always happy to try and direct you to the people you need to contact. As usual great job guys cannot thank you enough. "

Tom Chambers, on behalf of Carvill & Johnson (Solicitors)



"As a local marketing agency, we have worked alongside Northfield BID for the past 2 years to create consistent and

engaging content on the Visit Northfield Instagram and Facebook platforms, designed specifically to raise visibility of the fantastic businesses within the BID. During this period, we've seen over 442K impressions on Facebook and over 43K on Instagram, working closely with the BID team to ensure that we share exciting, relevant posts and reels from as many retailers and partners as possible. We've thoroughly enjoyed visiting the many businesses that call Northfield home and meeting so many wonderful people along the way, allowing us to tap into the community that makes the town so special. "

Kate Keene, Operations Director - Piece of Cake Marketing.

You Said We Did

Developing the Business Proposal

We developed the business proposal with Northfield Town Centre businesses in mind. We considered Northfield Town Centre a “destination of necessity”, offering a “cost-effective” “high street offer” of goods and services needed by a loyal customer base.

Over the last term, we considered our “conversations” with you, followed by a number of more formal conversations that shaped and drove the proposal’s development.

As a result of the Feasibility and Business Plan Consultation, the BID Company achieved a 20% response rate across various business sectors. The responses indicated support for the BID Company to continue providing services and projects for Northfield Town Centre BID businesses, aligned with the continuing priorities of Protecting, Improving, Promoting and Supporting Northfield.

Our consultation and participation activities over the past term have included:

In-person conversations (often over the phone, in face-to-face consultation meetings and when hand-delivering newsletters) within the Town Centre with local in-store managers, business owners, and partner organisations.

BID online social media forums, such as WhatsApp Business Support Group, Facebook Messenger, Facebook, and emails.



Feasibility and Business Plan Consultation.

Outcomes from the Annual BID Open Forum (Annual General Meetings) and the Mid-Term Review.

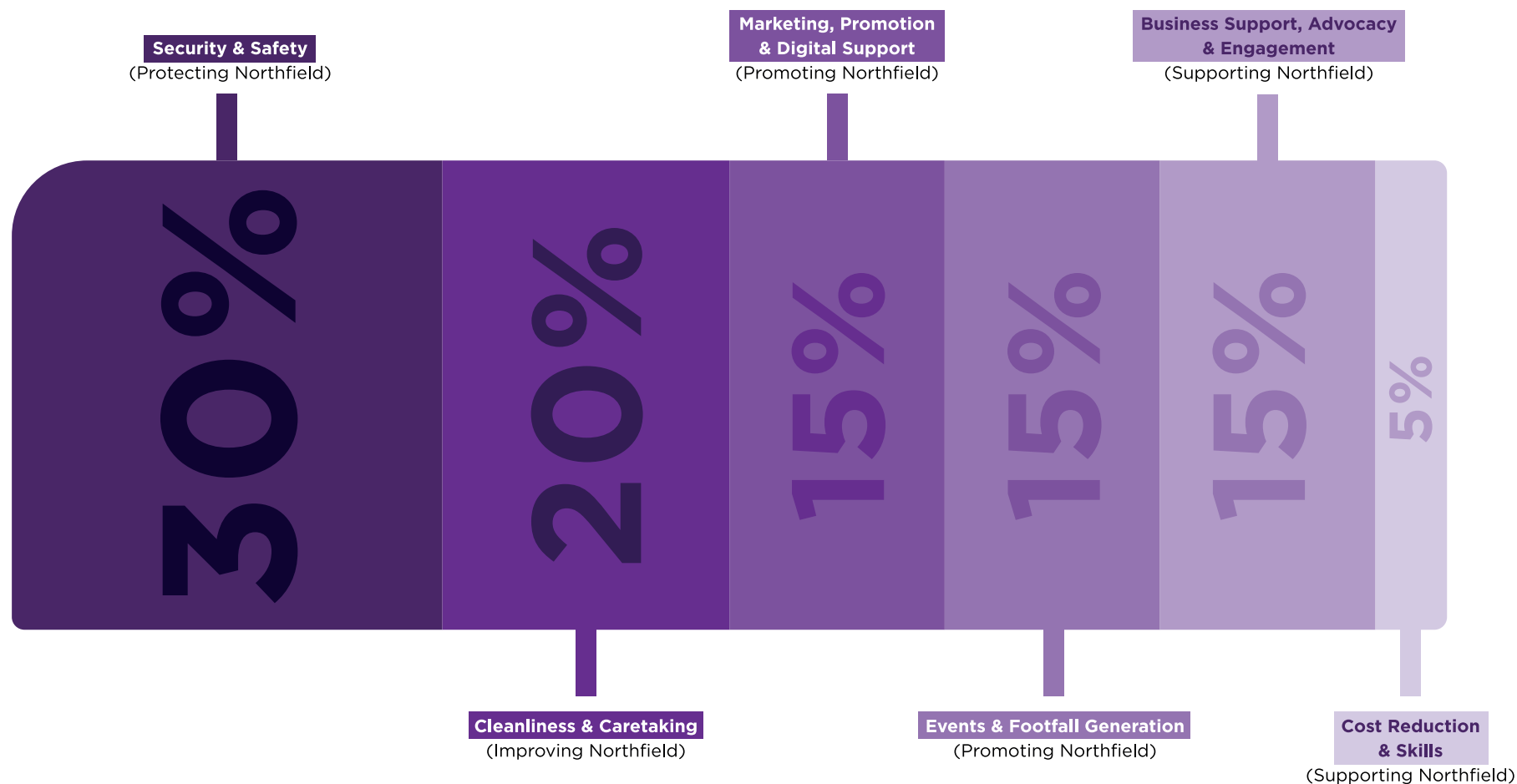
The consultation and participation findings indicate that **security (the contracted business community support, part of the Protecting Northfield priority) is the most “impactful and valued service” provided by Northfield BID**, with businesses repeatedly highlighting its importance in reducing business crime, improving personal safety, and building operational confidence. Visual environmental improvements, events, social media management and business support were also appreciated but played a secondary role. Therefore, the Protecting Northfield priority, which included “Security and Safety”, was the most dominant and consistent theme.

Based on the feedback, the comments provide strong evidence for Northfield BID’s ongoing role in delivering a “safe, clean, and well-promoted Northfield, with Northfield Town Centre BID as your collective voice.”

This underlines the case for progressing to the next stage of the BID ballot process for Autumn 2026.



Your Ranked Priorities



The Plan

The plan to further **Protect** Northfield

Northfield Town Centre is a shared space for you and other trading businesses. You chose to “trade” and “invest” in Northfield Town Centre. We recognise that if business crime, antisocial behaviour, and other disorder increase, you and your investment feel the impact, whether you are an independent business owner or a national multiple. We recognise that no single business, partner or stakeholder can fix these issues alone. This is where Northfield BID steps in. Only a coordinated, multi-partner approach, working collectively and in the “same room” with West Midlands Police, Birmingham City Council, and contracted services such as youth services, private security and local partners, can ensure that issues raised are tackled early and consistently.

Our proposal: **“Protecting Northfield” is one of the strongest and most business-critical priorities. This priority is considered “essential” to the operations of Northfield High Street.**



Business Community Safety Officer.

We will partner with a security contractor to provide the Northfield BID with a suitably qualified, SIA-certified officer experienced in working in a town centre and delivering customer service. The officer will conduct foot patrols on Northfield High Street, check in on staff, and report issues that require escalation. The role will also support other Northfield businesses' security officers in dealing with perpetrators of business crime and disorder.



Antisocial Behaviour.

We will continue to actively participate in various multi-agency partnerships, working towards a safer Northfield Town Centre by reducing incidents of antisocial behaviour and business crime, and by seeking help and support for people who misuse alcohol and drugs and then cause disorder within Northfield Town Centre.



Rogue Traders.

In partnership with Birmingham City Council, we will continue to manage street traders, charity collectors, and marketing and communications companies to ensure the High Street maintains a legitimate presence in Northfield Town Centre. We want to protect you and your customers from rogue “traders”.



Storenet Retail Radio.

In partnership with a retail radio contractor, we will continue working with Northfield Shopping Centre (serving as a base for “Charlie One”) and Birmingham City Council to explore the feasibility of connecting the retail radios to the Northfield High Street CCTV cameras.



Business Crime Partnership.

Explore the feasibility of forming a Northfield Business Crime Partnership, in conjunction with West Midlands Police, Retail Loss Specialists and other community safety partnerships, as a recognised independent body to reduce crime and antisocial behaviour affecting your business, your staff, your customers and the wider Northfield community.



Proposed Public Space Protection Order.

Northfield BID will work with Birmingham City Council's Community Safety Officers, other Birmingham City Council departments and West Midlands Police to explore whether a PSPO is necessary and proportionate in identified Northfield Town Centre locations in addressing certain conditions of anti-social behaviour.

Northfield BID representatives will continue to actively participate in the partnership with colleagues to ensure that the BID's collective voice is clearly heard and acted upon.

The Plan

The plan to further **Improve** Northfield

We have always realised that a “visually appealing” town centre shapes how people feel about visiting Northfield, affects customers’ dwell time, and ultimately influences customer spend. When the BID invests in “Improving” Northfield Town Centre, the town looks cared for, and customers perceive it as much safer and more welcoming.

Our proposal: **To deliver improvements to Northfield Town Centre. Therefore, the environmental improvements can be regarded as both visible and impactful, creating a cleaner, tidier, and more attractive Town Centre.**



BID Caretaker Service.

The contracted service will remain a free “on demand” service, including graffiti removal, fly-poster removal, fly-tipped site cleansing and removal, and litter-picking in the prolific areas of the Town Centre.



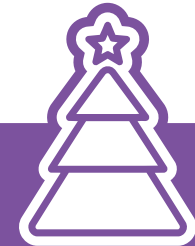
Bi-annual planting.

A local nursery contractor will provide seasonal planting and watering for the forty-seven planters.



Annual Jet Wash.

A contractor will be selected to remove stains and gum within the Town Centre. The jet washing will be scheduled for Spring/Summer, with spot cleaning of grot spots as and when required.



Christmas Sparkle.

Working with Birmingham City Council and procured contractors to supply and maintain the Northfield Town Centre Christmas lights and tree, with “lighting” scheduled throughout December and into the first week of January, the following year.

The Plan

The plan to further **Promote** Northfield

Social media insights strongly support the argument that contracting professional social media management has helped the BID deliver on its aim of marketing and promoting Northfield Town Centre in a positive, consistent, and increasingly impactful way.

Our proposal: **To invest, plan and deliver marketing and promotional activities that increase footfall and customer spend, enhance the Town Centre's reputation and strengthen communication with new and existing customers.**



Social Media Marketing.

To contract a marketing agency with experience of working with business improvement districts (BIDS) to assist in the maximisation and continued growth of marketing and promotion of Northfield Town Centre's "retail plus" offer – services and activities that provide a reason to visit the Town Centre.



Celebrating Christmas.

Working with event organisers to plan and deliver a family-oriented Christmas event featuring free and/or subsidised entertainment. We will ensure the impact of planned events is spread throughout Northfield Town Centre.



Annual Book of Savings.

To coincide with other planned Northfield Town Centre events, we will explore producing an online or hard-copy book of savings to promote your promotional offers and discounts to a wider customer base.

Therefore, as businesses, you recognise the Town Centre's promotional aspects as vital to economic recovery and future growth. By prioritising the promotion of Northfield, we aim to play a leading role in showcasing the Town Centre's "retail plus" offer.

The Plan

The plan to further **Support** Northfield

Northfield BID provides levy-paying businesses with a single, coordinated voice that influences decision-makers, tackles day-to-day operational issues, and strengthens the trading environment for everyone. By offering free support, guidance and practical advice, the BID helps businesses reduce costs, resolve problems faster and stay informed about matters that affect their ability to trade. The BID's collective influence ensures that concerns about safety, street cleansing, highways, planning and place management are consistently raised at the highest level, giving independents and national retailers alike the impact they could not achieve alone.

Our proposal: **To enhance the value of Northfield BID's strategic role, strengthen its ability to collaborate with partners, and reinforce its commitment to keeping businesses informed and connected.**



Reduced Business Costs.

We will partner with an energy-reduction company to help cut business energy costs.



Collective Voice.

We will continue to facilitate, collaborate, and partner with Birmingham City Council and other local, regional, and national politicians.



Annual Business Forum.

We will continue to co-host the business-led AGM, with guest speakers.



Work Placements.

Where external funding is available, we will continue to provide work placements for students, apprentices, or volunteers seeking work experience.



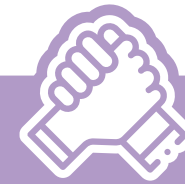
Business Communication.

We will continue to provide content and publish and deliver the bi-annual newsletter with an annual report. We will also continue to update the informational Northfield BID website with essential business operational knowledge and to act as administrators of the Business Support WhatsApp Group (where business consent is given), disseminating important information and updates for businesses.



Income Generation.

We will continue to seek funding opportunities, such as grants, to support and reinvest in the BID services that businesses have requested in the various consultation forums.



Business Support.

To minimise operational disruption to you and your business, if a matter needs to be addressed, we will continue to escalate issues directly to decision-makers and update you on the issues you raised once we receive a response. As a result, you will receive a quicker response from the decision-making authorities on issues related to Birmingham City Council's official communication channels, such as commercial waste collection, street cleaning, highway works, and business rates.

With a limited annual investment, the BID has consistently delivered cost-neutral services that improve cleanliness, support crime reduction, enhance business confidence, and provide practical tools that make operating in a necessity-based destination easier, safer, and more resilient.

Without Northfield BID, the Town Centre would lose a proposed £600k of additional projects and services.

NO more contracted business community safety officer service (formerly known as “high street security”).



NO more subsidised retail radio partnership, and the loss of Northfield Shopping Centre acting as “Control” or “Charlie One”.

NO more sharing of business crime intelligence impacting the Town Centre with Northfield Shopping Centre Security Officers and the Royal Orthopaedic Hospital Security Teams.



NO close connections and collaborations with the Northfield Constituency Neighbourhood Teams.

NO more additional litter picking on private land.

NO Christmas lights or Christmas tree.



NO one to hold Birmingham City Council and West Midlands Police to account.



NO graffiti removal

NO BID Manager to bring together stakeholders.

NO officer support to address street and environmental issues that businesses raise daily.

NO help with grants.

NO singular, proactive voice for Northfield Town Centre businesses at the local, regional and national levels of government.

NO more representation from the BID, working in partnership with West Midlands Police, Birmingham City Council Community Safety Partnership and other services to report on your behalf the business crime incidents that can plague Northfield Town Centre businesses.



NO local, inclusive business-led body to represent businesses in Northfield.

NO collaboration with other BIDs.

NO bi-annual newsletters delivered in person to each business in the Town Centre.

NO regular dialogue and the ability to provide feedback following meetings with you, including meetings with the Police and Crime Commissioner, the West Midlands Mayor, Birmingham City Council, Cabinet Members, and the Birmingham Northfield Constituency MP, and to lobby on your behalf on your business issues of concern.

NO liaison or coordination between the Outreach teams and the street community.

NO seasonal florals.



NO more removal of fly tipping and flyposting



NO Northfield Town Centre BID informational website

NO one pushing for economic regeneration and growth within the Town Centre to benefit the wider community.

NO one bidding for additional funding available from BCC to benefit Northfield Town Centre.



NO more annual jet washing of paved areas.

NO singular team looking after the Northfield Town Centre trading area.



NO dedicated social media marketing on Facebook and Instagram to increase customer and visitor footfall to raise the Town Centre's profile.

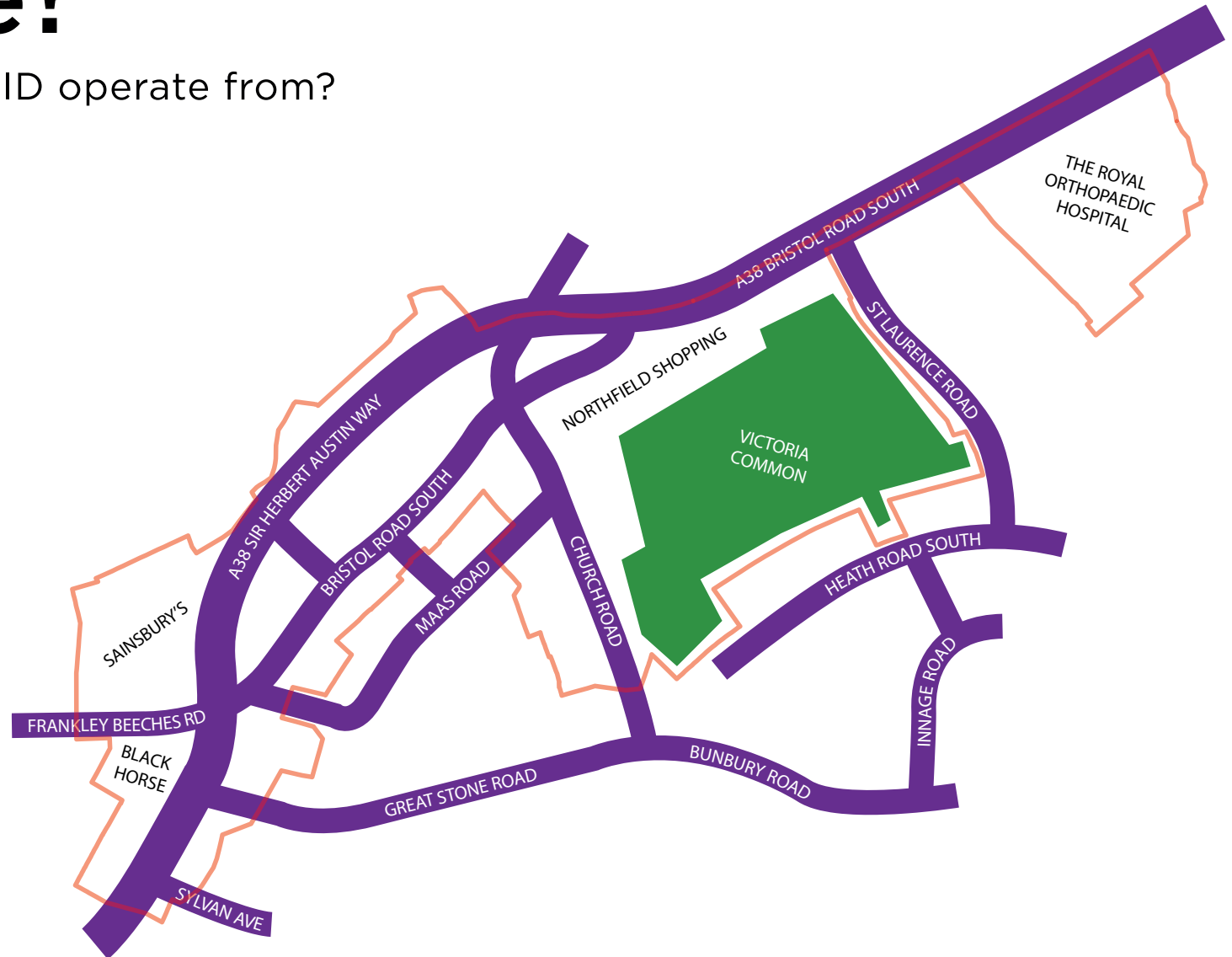
Where?

Where will the BID operate from?

The following streets are included in the BID area for Northfield BID's proposed fourth term. Due to the layout of the high street, these are either "whole" or "in part."

The BID area currently contains 249 hereditaments that are eligible to vote and liable to contribute to the BID levy.

- Bell Lane (in part)
- Chatham Road (in part)
- Northfield Shopping Centre
- Bristol Road South (in part)
- Frankley Beeches Road (in part)
- Victoria Common
- Sir Herbert Austin Way (in part)
- Church Road (in part)
- Lockwood Road (in part)
- Ulwine Drive (in part)
- Vineyard Road (in part)



Budget

Budget Forecast

ESTIMATED ANNUAL INVOICED BUDGET:

circa £136,000

(excluding any applied inflationary uplift)

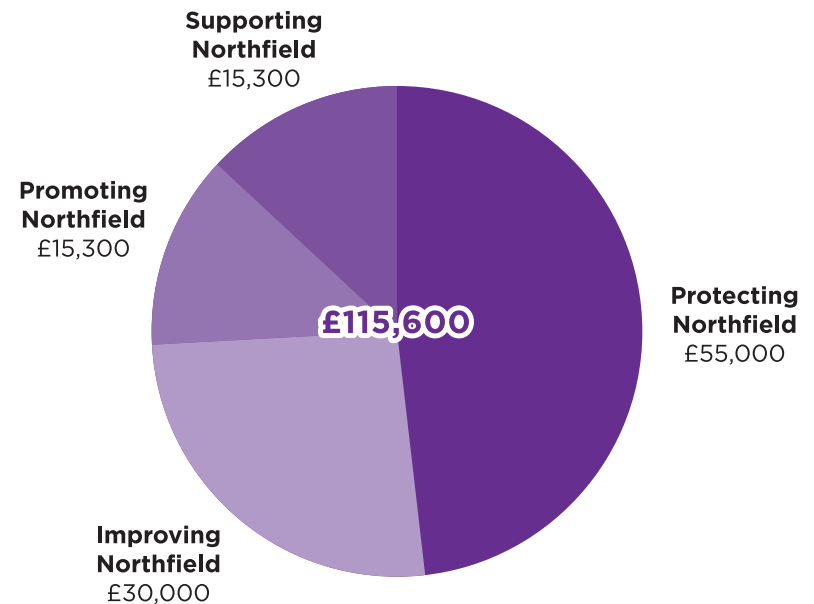
The assumed allowances will be made for the following:

BID Term expenditure	@ 85%
Birmingham City Council Levy Collection Charge	@ 3%
BID Debt Allowance	@ 7%
Contingency Budget	@ 5%

Additional Income Generation is not included in the annual budget

Staffing Costs, Office & Administration are proportionately allocated across the four priorities

How Will We Spend Your Levy?

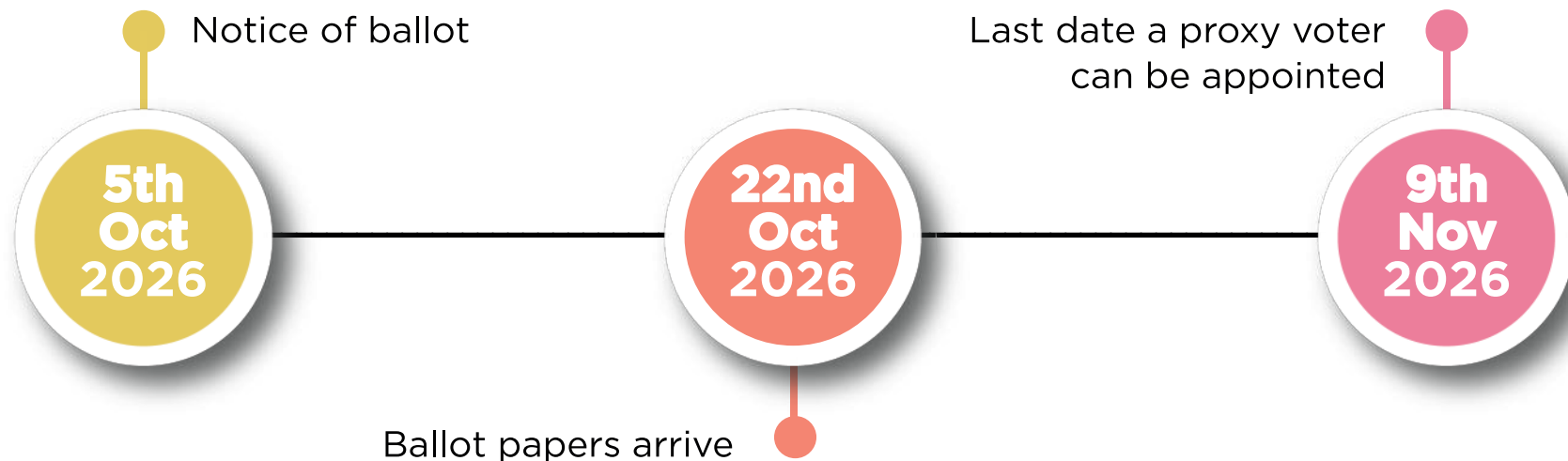


Based on the average rateable value, approximately 56% of businesses will pay £200 for the BID priority proposals. This means an average weekly contribution of £3.85.

Your BID levy costs less per week than a box of till rolls, a pack of bin liners, one lightbulb for shop lighting or an emergency shutter repair callout — yet it delivers year-round business community safety services, BID caretaking, social media marketing and business support that no single business could afford alone.

Ballot timeline

Key Dates at A Glance:

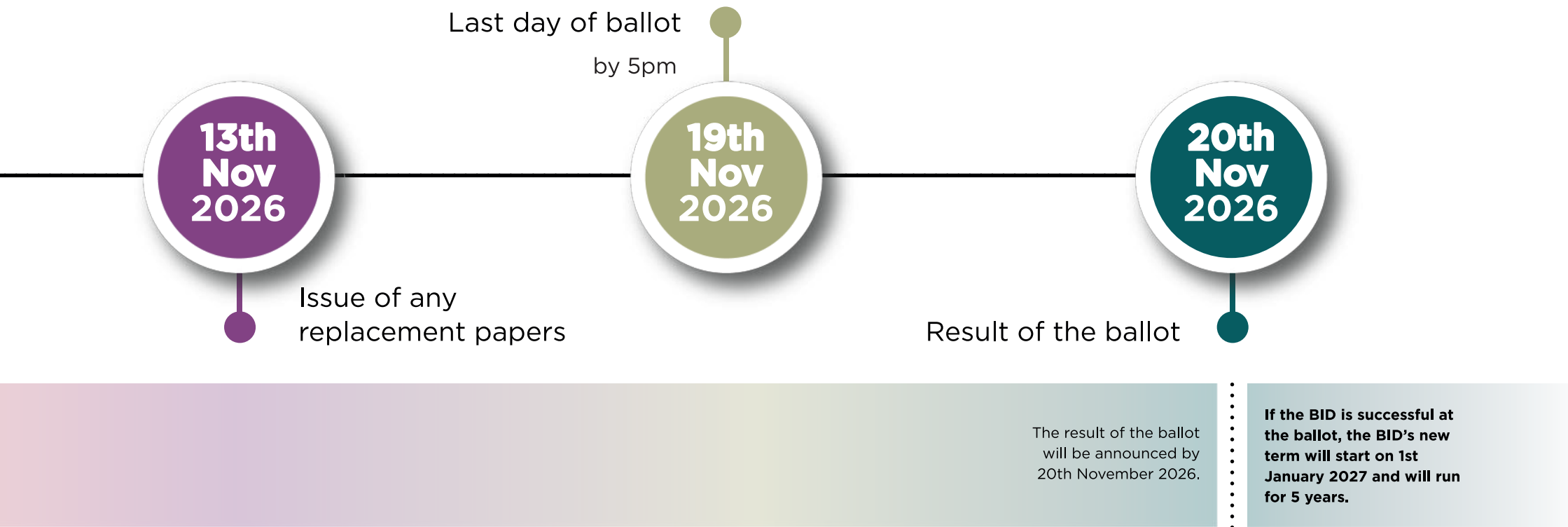


By 5th October 2026, Civica will send a Notification of Ballot to every eligible voter for each of their hereditaments. A copy of the BID4 business proposal will be sent with the Notification of Ballot.

By 22nd October 2026, ballot papers will arrive at the business address or chosen address.

Between Thursday, 22nd October and Thursday, 19th November 2026, eligible voters will have the opportunity to vote on the proposal for the Northfield Town Centre BID 2027-2031.

- The BID ballot will be administered by Civica Electoral Services and conducted in accordance with the guidelines set out in the Business Improvement Districts (England) Regulations 2004 (Part 4 of the Local Government Act 2003), as approved by Parliament.
- Each hereditament (property) subject to the BID's rules will be entitled to one vote. Eligible voters who are liable for more than one hereditament will be entitled to one vote per hereditament.
- Voting by proxy is available, and full details are included in the Notification of Ballot.
- In the case of an empty, partly refurbished, or demolished property where no occupational lease exists, the property owner will be entitled to the vote.
- Businesses need to cast their vote and return it by post, using the postage-paid envelope provided. The ballot paper must reach Civica (in London) no later than 5pm on 19th November 2026.



For the BID to continue, the ballot will need to satisfy two independent tests which apply to all papers returned by the close of ballot:

- The number of those voting in favour must exceed the number voting against.
- The total number of rateable value of the hereditaments voting in favour must exceed the value of those voting against.

BID

Levy Rules

1. If successful at ballot, the BID will commence on 1st January 2027, 41 calendar days after the published result date. The new BID term will run from 1st January 2027 to 31st December 2031.

Liability for the levy falls on the liable party for non-domestic rates, and the levy is mandatory for all eligible ratepayers. VAT will not be charged on the BID levy.

2. The proposed BID levy will be set at 1.7% of the rateable value of the hereditament, and this will raise approximately £680,000 over the next 5 years to allocate to services and projects to benefit Northfield Town Centre.
3. Business hereditaments with rateable values above £3,500 and located within the BID boundary as defined by the map and streets in the Business Plan will be liable for the payment of the BID levy.
4. No relief is proposed for vacant premises. Where, at any time, there is no occupational lease, the liability for the levy will fall to the property owner until a new lease is confirmed.
5. The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, currently 80%. No retrospective relief will be given. The BID levy will not be affected by the small business rate relief scheme(s), any discretionary relief granted or any other discounts or schemes.

6. An exemption from the BID levy will also be applied to individual car parking spaces, ATMs, telecommunication masts and advertising hoardings.
7. Where a property is taken out of the rating list, the BID levy will apply up to the day before the effective date of removal, and the annual BID levy will be apportioned accordingly.
8. Where a new assessment is brought into the rating list (brought about by, for example, challenges, hereditament splits or mergers, or new development), the BID levy will apply, using the latest rating list from the effective date as shown in the rating list.
9. The BID levy will be assessed against the NDR 2026. If a revaluation of rateable values takes place, resulting in a new ratings list, the BID may adopt the new ratings list or remain with the NDR 2026. This will be assessed no later than the 31st December in the year of change. The decision will be emailed to the Local Authority and, in the absence of such instruction, the Local Authority will continue to bill using the 2026 ratings list. The decision will also be published on the Northfield BID website and within the next scheduled Northfield BID newsletter.
10. In the case of an individual hereditament's rateable value changing, resulting in a lower or higher BID levy, then this changed levy will be applied from the effective date in the ratings list.

11. The annual levy will be apportioned daily.
12. The BID levy will be increased by the annual inflationary factor for non-domestic rates bills, as calculated by the government.
13. The minimum BID levy will be £200 per annum, and the maximum BID levy will be capped at £10,000. The maximum levy of £10,000 will not be subject to annual inflationary factors.
14. The levy will be invoiced annually in advance to all eligible hereditaments for each chargeable period from April to March each year. Where a liable party changes during a chargeable period, as described by the effective date, the levy will be charged on a pro rata basis.
15. The number of hereditaments required to make a levy payment for Northfield Town Centre BID is estimated at circa 249.
16. The levy will be invoiced, collected, and enforced by Birmingham City Council, which has confirmed that, for the first time, it will charge 3% of the total levy invoiced per annum for this service. Birmingham City Council will cover the cost of holding the BID ballot.
17. Before the end of the term date, the BID Company may choose to seek a further term, subject to further consultation with eligible hereditaments and stakeholders to secure a new mandate via a new term ballot.

Alteration of BID terms

- i. The BID area and BID levy (other than inflationary increases) can only be altered via an alteration ballot or when a new term ballot is held.
- ii. BID projects, costs, services and timescales can be altered subject to the BID Board's approval, provided they fall within the resources available to the BID.

Appeals

An appeal against the outcome of the ballot may be lodged in writing with the Secretary of State within 28 days of the announcement of the ballot result. Only the BID Proposer, the Local Authority, or 5% of the voters may make an appeal, and it must relate to a material irregularity in the ballot process. Any appeal must be made in writing.

What to do next

Here are the steps that you need to follow

If you have any queries or questions, please contact:

Marcia Greenwood
Northfield BID Town Centre Manager



07921 818828



bids@CESvotes.com or
BIDs@birmingham.gov.uk

For more information on this document
or the ballot process, please contact:



Northfield Town Centre BID Ltd
c/o Northfield Baptist Church,
789 Bristol Road South,
Northfield, Birmingham,
B31 2NQ

Full ballot arrangements and a copy of this
Business Plan are available at:



northfieldbid.com/BID4

Step 1

Read the Business Plan



Step 2

You should receive one ballot paper for each property that you are eligible to vote for by post. If you do not, please email: **bids@CESvotes.com or BIDs@birmingham.gov.uk**



Step 3

Please check that each ballot paper has its own return envelope.



Step 4

Complete the ballot paper, putting a cross (X) beside your choice to retain the BID for a further five years or not.



Step 5

Write your name in BLOCK capitals, your POSITION in the business and then add your SIGNATURE.



Step 6

Each ballot paper must be returned in its own separate envelope.



Step 7

Return your completed ballot paper(s) by post in the pre-paid envelope provided.



NORTHFIELD

Business Improvement District

Northfield Town Centre BID Ltd
c/o 789 Bristol Road South
Northfield
Birmingham
B31 2NQ



NORTHFIELDBID.COM



bid@northfieldbid.com