



**BID NEWSLETTER**  
DECEMBER 2015

improve - promote - support

# MERRY CHRISTMAS AND A HAPPY NEW YEAR!

To all the businesses in Northfield, from everyone at Northfield Business Improvement District.

## RESPONSES FROM OUR OPEN FORUM

The BID Board welcomed businesses to its first Open Forum of the year to discuss businesses issues and concerns.

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## CONSULTATION SURVEY RESULTS

The priorities that businesses said were important to them will underpin the activities and projects proposed for the next BID2 Business Plan 2017 - 2021

Centre spread

## HOW YOUR LOCAL JOBCENTRE CAN HELP YOU

From work experience, recruitment services and sector based work academies, your local Jobcentre has it covered.

Centre spread

## BUSINESS PROFILES

We put a range of Northfield businesses under the spotlight to find out more about them.

Featured this edition are Carvill & Johnson LLP Solicitors, Northfield Cycles and Midland Gold Buyers.

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# Responses from our Open Forum

5th October at the Black Horse saw the BID Board welcome businesses to its first Open Forum of the year to discuss businesses issues and concerns pertaining to the services that the BID carries out on their behalf.

14 businesses and 20 of their representatives took the opportunity to use this forum to voice concerns and have lively discussions ranging from the cost of providing a deep cleansing street cleaning of the

high street; who should be responsible in providing festive lights and Christmas trees; parking issues for staff and customers; anti-social behaviour from street drinkers to the feasibility of considering a regular outdoor markets.

The discussions from the meeting have been summarised below:

## You said...

A minority of businesses felt that the 'deep clean & jet washing' of the pavements was not a viable service for the BID to provide and felt that this service should be provided by the City Council as part of their street cleaning duties.

## We did...

BCC's Fleet & Waste Management service are obliged to provide a statutory duty for street cleaning. Their duties to the BID are to:

- ✓ Clean the Streets within the defined BID area;
- ✓ Remove racist or offensive graffiti (by request) within defined timescale;
- ✓ Emptying & maintenance of litter bins.

The BID provided an additional service of deep cleaning and jet washing the town centre to visually improve its appearance.

## You said...

Edge Academy – free school. Addressing the rumours of it being a school for 'naughty children'.

## We did...

The BID recently met with the Project Officer and the principal of the school to discuss the issues raised with the academy provision that was scheduled to open its doors to 140 local school children (11-16 years) and 40 members of staff. The school is intended to provide a temporary measure for children who have special needs, have low levels of disruption, school refusers and provide an education facility for those who may be at risk of permanent exclusion. This will not be a pupil referral unit. The school will open for June/July and fully open from September 2016.

The school is aware of the "negative" perception attached to location, and offered to personally visit the businesses next to 946 Bristol Road South to allay any concerns from the businesses.

## You said...

What is the future of Prices Square and the potential for an Outdoor Market for Prices Square.

## We did...

The site has been recommended for mixed use developments. Discussions are still ongoing with BCC Planning & Regeneration.

- Operation of market stalls lies with Street Trading (BCC).
- Northfield is presently a restricted area for new trading licenses. If the restriction was to be lifted to allow a new license, this would require full BID support as well as the approval from Market Management (which will not be a foregone conclusion).
- In the interests of equity & fairness, it would not be possible to choose a "trader" randomly to take the license. Other traders would have to be given the opportunity to apply.

## You said...

Northfield Leisure Centre

## We did...

The leisure centre will be demolished but will be rebuilt upon the same site. The BID actively lobbied the City Council to ensure that the leisure centre remained within Northfield, rather than relocating to Longbridge town centre. It is estimated that once a demolition date has been decided upon, the rebuilding programme will take an estimated 18 months.

## You said...

Christmas Programme

## We did...

The BID will be animating the town centre with Christmas lights and Christmas trees. An event has been planned for across the town centre on 19th December 2015, 1pm till 5pm.

### You said...

Amey and BCC Highways – the condition of the paving slabs throughout the high street;

### We did...

The BID Town Centre Manager is in regular contact with BCC Highways and Amey, and reports any incidents to them once notified. The BID Town Centre Manager also carries out inspections of the pavements with the Amey Highways Inspector who reports and responds to occurrences.

### You said...

Loading and unloading bays

### We did...

This is an issue for BCC Highways and District Services to undertake. This has been actioned to the Ward Councillors for Northfield and Weoley Wards.

### You said...

Northfield needs a variety and diverse number of shopping outlets, with the ability to attract multi-national stores to keep Northfield a viable shopping centre.

### We did...

This forms part of the Northfield Regeneration Framework. ([www.birmingham.gov.uk/northfieldframework](http://www.birmingham.gov.uk/northfieldframework)).

### You said...

Out of City businesses said that the summer events held last summer had not been as neither good nor effective as the events that had been delivered in the past. There always seems to be a concentration of events centred on Prices Square and Victoria Common.

### We did...

The BID does not normally deliver event activities. This is normally achieved in partnership with other Northfield community partner organisations. However, BID received positive feedback from customers that attended the BID events, especially on the last Saturday, where Titan (the robot) visited the town, with rave reviews. The BID will aim to spread its event programme throughout the town centre as from Christmas 2015.

### You said...

Street drinkers & anti-social behaviour on Prices Square

### We did...

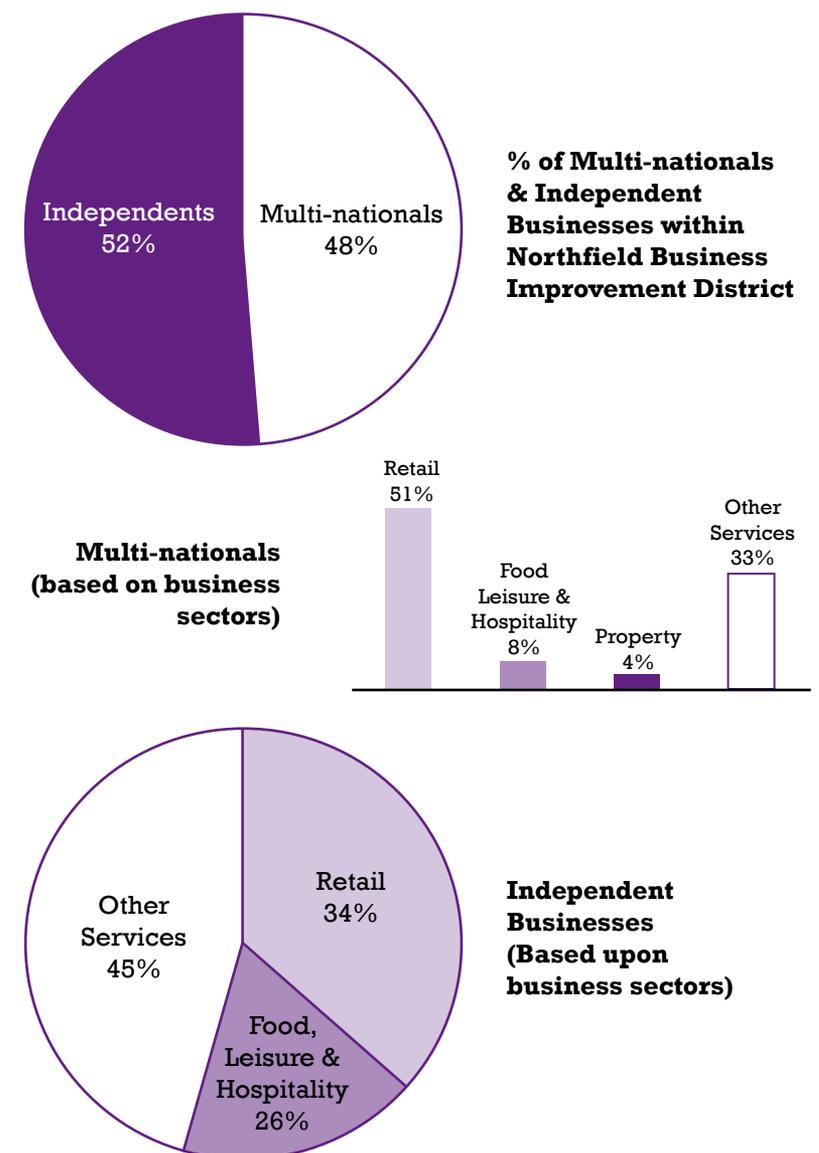
Since September, the BID has been actively working with West Midlands Police and Birmingham City Council to explore the avenues available to combat and alleviate these incidences. These avenues will only be implemented should businesses be prepared to make a statement and be prepared to attend court to demonstrate to the police about how these incidences are affecting their trade.

### You said...

Number of independent businesses as compared to corporate businesses in Northfield.

### We did...

The charts below demonstrate the diversity of business sectors within Northfield.





# Consultation Survey Results November 2015

Northfield BID recently surveyed businesses within the BID as part of its process of developing their business plan for BID2 renewal from 2017 - 2021.

100 businesses (50% of the total hereditaments) replied to the consultation survey and the priorities that businesses said were important to them will underpin the activities and projects proposed for the next BID2 Business Plan 2017 - 2021.

After listening to you and analysing the results, we have decided that the proposed BID2 programmes and projects priorities will be defined under the following areas:

- Improving Northfield
- Promoting Northfield
- Protecting Northfield
- Campaigning for Northfield

**PRIORITY 1: IMPROVING NORTHFIELD**

Under this grouping, these projects aim to 'make improvements' to the visible and physical environment.

Continuation projects that were ranked the highest priorities within the survey responses are outlined opposite:

- ✓ Free graffiti removal from business premises (provided by the BID Caretaker Service), followed closely by;
- ✓ At least one deep cleaning of the paving areas within the high street.
- The further priorities that you said were important to you included projects such as:
  - ✓ Festive adornments;
  - ✓ Extended litter picking/weed removal service (provided by the BID Caretaker Service);
  - ✓ Summer flowers programme;
  - ✓ Continued partnership working with Birmingham City Council, West Midlands Police and other partner agencies;
  - ✓ Managing street entertainers and charity collectors;
  - ✓ Installing and maintaining cigarette nubb bins;
  - ✓ Fly poster removal from street furniture (provided by the BID Caretaker Service and the BID Town Centre officers); and
  - ✓ The BID Caretaker Service.

**Support for Northfield BID2**

From the number of survey returns, 65% of the businesses that responded to the survey said that they were in favour of the BID continuing for a further 5 years.

**And Finally...**

In addition, we acknowledged that there were a number of suggestions and comments made within the survey returns that showed your concerns; some over activities that were not directly provided by Northfield BID, but by other partner agencies.

We aim to address these suggestions, issues and concerns with those of you that raised these. Therefore, we will be contacting each of the businesses separately to discuss your concerns and issues as well as discussing the feasibility of considering the new suggestions/proposals that were put forward.

Thank you for your input.

Please feel free to contact us should you wish to discuss any aspect of the survey findings, and many thanks to those businesses that took the time to complete the survey, to help shape the BID2 Business Plan.

*Marcia Greenwood*  
Marcia Greenwood  
BID Town Centre Manager

**PRIORITY 2: PROTECTING NORTHFIELD**

The activities and projects under this area of work will aim to protect 'what is already in place' and offer 'additionality' in providing a safe and secure environment for businesses – staff, customers and visitors to the town centre.

- ✓ Over half of the businesses surveyed were keen to see for the BID to develop a partnership approach with West Midlands Police, Birmingham City Council and other partners in looking at the available remedies to combat anti-social behaviour within Northfield.
- figure to your business, staff and your customers.
- ✓ Less than half the businesses that were surveyed wanted a continuation of a 'retail radio scheme' or similar to assist with the reporting of incidents within the high street.
- ✓ Closely followed by consideration of the BID to introduce a high visibility 'town centre patrol' service for the BID area to combat any issues of concerns and to provide a reassuring

**Business profile - Midland Gold Buyers**

**Location**  
609 Bristol Road South, Northfield, Birmingham B31 2NQ

**When did you come to Northfield?**  
We have been in Northfield for three years.

**About**  
We buy and sell gold and jewellery.

**What can you offer Northfield?**  
Reasonably priced gold and other items of jewellery.

Handmade jewellery is our speciality, you draw it we will make it!



**PRIORITY 3: PROMOTING NORTHFIELD**

The BID recognised from the survey returns that businesses are still keen for Northfield to provide an 'appealing' image and to have diverse shopping services and attractions, with the town to be promoted as widely as possible.

- With this in mind, there was a huge response from over half of the businesses that wished to retain annual events with free and/or subsidised entertainment, with the suggestion that the events were to be spread throughout the town centre and not concentrated in particular areas.
- ✓ Maximum use and growth of the BID's social media presence;
  - ✓ Continuation of the 'Little Book of Savings' offering discounts to your customers during the summer months.
- New suggestions to considered and explored further by the BID were suggestions such as:
- ✓ Annual Street Fair;
  - ✓ Annual Food Festival (with street entertainment);
  - ✓ Customer and Employee Loyalty/ discount card;
  - ✓ Outdoor Market
- Other continued projects included:
- ✓ BID website, continued business profiles (free of charge) and business directory;

**Business profile - Northfield Cycles**

**Location**  
956 Bristol Road South, Northfield, Birmingham B31 2PE

**About**  
Northfield cycles is owned and run by Richard Tranter, who has worked with bikes since 14, starting as a Saturday lad at his local bike shop then going on to open Northfield Cycles in 1996.

Northfield Cycles stock a massive selection of bikes. They have over 200 bikes on their shop floor. All are serviced ready to ride away.

No matter your cycling needs, they can sort you out whether it be a child's bike for a birthday or a MTB for that weekend of off roading or even that commuting bike for work. They have got it sorted!

Their brands include:

- Giant
- GT
- Mongoose
- Claud Butler
- Falcon
- Barracuda,
- We are the People
- HARO
- and Big Daddly.

**What can you offer Northfield?**

Here at Northfield cycles, we believe in customer service. That's why we do all of our repairs NEXT DAY. No booking - in just drop in. We work on a 'first come' basis, next day collection. If you are a commuter, we know how important your rig is, so we will aim to get you repaired and back on the road the very same day. If it's a simple puncture, we'll try our best to fix it there and then.

**When did you come to Northfield?**  
We opened in 1996.

**One random fact**  
Richard has won many cycle races including two 6th places and a 7th place at the 3 peaks cyclo cross championships the UK's toughest race. He was also awarded 8th place in the World under 23 cyclo cross champs and also division champ many times.



**PRIORITY 4: CAMPAIGNING FOR NORTHFIELD**

'Campaigning' activities and projects are to replace the former 'Support' priority from the first business proposal. Within this area of work, the BID proposes to provide support for existing businesses' and will influence decision makers in issues and concerns relating to your business and the strategic and operational role that the BID plays in ensuring that 'your' voice is heard.

In terms of training, the majority of the businesses surveyed wish to receive some training on:

- ✓ Retail loss prevention;
- ✓ Marketing.

In providing "business support and influencing key decisions", majority of the businesses were keen for the continuation of:

- ✓ Quarterly newsletter;
- ✓ More awareness of the funding opportunities available for small/ independent businesses;

Providing information/forms to assist businesses in saving costs;

Open Forum meetings, with the BID Board to keep businesses informed and updated on related issues and to provide an avenue to voice those concerns.

There was a massive response from businesses where there was a request for PR and Marketing Services support is to be considered for businesses within the BID, should the individual business require this.

## Welcome to Northfield...

Hello, my name is Matt and I am the newly appointed High Street Security Manager for Northfield BID.

I'm here to provide high visibility patrols along side West Midlands Police and to be a visual deterrent to retail crime.

My role is to provide an additional service to West Midlands Police and working with you, to provide a reassuring presence within the town centre. As I'm aiming to visit every business within the BID, I will notify you of how you can contact me once I have met with you.

If you see me, please feel free to say hello and let me know if there is anything that I can help you with.

I very much look forward to working with you over the next year, where together we can achieve more.



## How your local Jobcentre can help

The Department for Work and Pensions (DWP) is working in partnership with Birmingham City Council to help promote job and skill opportunities within the Northfield District. Central to this plan is engaging with employers at a local level and informing them of Jobcentre initiatives that provide support to Small and Medium sized employers (SMEs) for their future recruitment and training needs.

The Jobcentres are committed to the following initiatives to help employers find suitable candidates for their vacancies and help residents of the Northfield area enhance their employability skills.



### Work Experience

If your business is interested in supporting young people who are looking for work and you are committed to engaging with your community and developing local talent and skills, then you should consider becoming a work experience host.

#### Benefits:

- Placements can last between 2 to 8 weeks and for up to 30 hrs per week.
- DWP will continue to pay participants' benefits and cover travel & childcare costs.
- Enhance your public profile by supporting your local community.
- Identify potential talent to meet your own recruitment needs.

### Recruitment Services

Make use of your local Jobcentre's recruitment facilities:

- Group session rooms available for small to medium sized recruitments
- Private interview rooms available
- CV sifting service
- Free WiFi access within our offices
- Invitation to Jobs Fairs to promote your vacancies
- Advertise your jobs to millions of jobseekers who search Universal Jobmatch every week. Register on gov.uk/advertise-job

### Sector-based work-academies



Designed to help meet your immediate and future recruitment needs as well as to recruit a workforce with the right skills to sustain and grow your business.

A sector-based work academy can last up to six weeks and has three key components:

- Pre-employment training- relevant to the needs of your business and sector
- A work experience placement - of great benefit to both the individual and a business
- A guaranteed job interview

The key feature of sector-based work academies is that they offer a flexible approach and can be adapted to meet the needs of your business.



### Birmingham Jobs Fund

- £1500 for employers who recruit a young person\*, aged 16-24, to an Apprenticeship
- £2275 for employers who recruit a young person\*, aged 16-24, to other vacancies
- For more details go to [www.birmingham.gov.uk/youngtalentforbusiness](http://www.birmingham.gov.uk/youngtalentforbusiness) or ask at your local Jobcentre

\* Recruits would need to reside in a Birmingham Local Authority Post Code. Other conditions apply

If you are interested in any of the above initiatives please contact: Roger Varley, Employer Relationship Manager  
Tel: 07768 356018 or email: [roger.varley@dwp.gsi.gov.uk](mailto:roger.varley@dwp.gsi.gov.uk)

## Contact us...

To get involved with any of our projects, or think that you have a new project idea to fill in the gaps, please contact us.

**Marcia Greenwood**, BID Town Centre Manager  
Northfield (BID) Business Improvement District  
c/o Northfield Community Partnership  
693 Bristol Road South  
Northfield, Birmingham B31 2JT

**Mobile:** 07921 818 828  
**Email:** m.greenwood@visitnorthfield.co.uk  
**Website:** www.visitnorthfield.co.uk

**Natasha Kelly**  
Assistant to the BID Town Centre Manager

**Email:** northfieldtowncentrebid@outlook.com

**Tony Adams**, BID Caretaker  
**Liam Adams**, Assistant BID Caretaker

**Email:** tony.adams@visitnorthfield.co.uk

### Follow us on social media:

 @NorthfieldBID

 www.facebook.com/NorthfieldBID

## Useful numbers

### Agency

Birmingham City Council (main switch board)  
Rubbish & Graffiti Reporting  
Pest Control  
West Midlands Police (Northfield)

Environmental Health  
Highways (Birmingham City Council)  
Highways (emergency out of hours 7pm till 7am)  
Amey  
Amey Customer Services  
Blocked gullies  
Environmental Protection Unit  
Planning Enquiries  
Building Regulations  
Support for Businesses  
Business Rates

### Valuation Office Agency

Commercial Waste  
Scaffolding permits  
Street Cleaning  
Street Lighting  
Traffic Signals  
Emergencies OOH - Gas (Transco)  
Emergencies OOH - Electricity  
(Western Power Distribution)  
Emergencies OOH - Water (Severn Trent)  
Licensing  
Licensing - Enforcement & Complaints  
Anti-Social Behaviour  
Parking & Vehicle Nuisance  
Car Parking  
Drop Kerbs (Highways)

Winter Maintenance

### Contact Number

0121 303 9944  
0121 303 1112  
0121 303 6007  
101 ext 8236092  
0345 113 5000  
0121 303 6007  
0121 303 6644  
0121 303 4149  
0121 303 6644  
0121 303 4149  
0121 303 6644  
0121 303 9900  
0121 303 1115  
0121 675 7006  
0121 675 7584  
0121 303 5509  
0121 303 5510  
0121 303 5511  
03000 501 501  
0121 303 2894  
0121 303 7045  
0121 303 1112  
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0121 303 6644  
0800 111 999  
0800 6783 105  
0800 783 4444  
0121 303 9896  
0121 303 9611  
0121 303 1111  
0121 303 9944  
0121 303 7617  
0121 303 7577  
0121 303 7621  
0121 303 6644

## Business profile - Carvill & Johnson LLP Solicitors



### Location

Victoria House,  
966-972 Bristol Road South,  
Northfield,  
Birmingham  
B31 2PE

Tel: 0121 476 9000  
www.carvill-johnson.co.uk

### About

Carvill & Johnson is a firm with its roots in Northfield going back to the 1960's.

At that time a firm known as Bettinsons provided a comprehensive core service to all of the citizens in Northfield and its surrounding area. When Graham Clarke & Co took over the practice in 1985 it continued the tradition.

Carvill & Johnson continues to provide that quality legal service and has done so since 1988. Peter Carvill, one of the founding Partners, is a full time consultant with the firm specialising in Childcare.



Since the 1st June this year we have moved and are now situated in the old Liverpool Victoria offices located at

the end of the high street opposite the Black Horse public house.

### What can you offer Northfield?

Whether you are buying or selling a house, facing marriage or family problems, having dealings with social services, looking to make your will and manage your financial affairs to include the consideration of your future long term care or need help with a business matter, our friendly team are here to help.

All of our staff are approachable and easy to talk too particularly as the majority live in the neighborhood and take pride in serving their community.

We are committed to putting our clients first and using our expertise to deliver legal advice that is sound, cost-effective explained clearly and without unnecessary legal jargon.

We offer fixed fees at competitive rates across a broad range of the services we provide.

### When did you come to Northfield?

1988.