

EXPRESSIONS OF INTEREST TO BECOME A NORTHFIELD BID DIRECTOR

Northfield Town Centre BID Ltd is a private company limited by guarantee.

Northfield Town Centre BID Ltd has been working with the Northfield business community to deliver additional projects and services that improve the business environment and the experiences of visitors since 2012. Northfield BID is operated by an independent business-led “not-for-profit” company led by a board of business directors representing different sectors. The Board of Directors is accountable to the local business membership and is managed by a BID Town Centre Manager supported by the BID Operations Support Officer.

Northfield BID’s work programme is guided by our four priorities that were voted for by the Northfield business community in November 2021. These are:

- **Improving Northfield** – making a visual and physical difference to the town centre.
- **Protecting Northfield** – providing a safe and secure environment for businesses, customers and visitors to the Town Centre.
- **Promoting Northfield** – providing diverse shopping services and attractions for the town, with the aim of promoting Northfield as widely as possible.
- **Supporting Northfield** – providing business support for the Northfield business community and influencing decision-makers to get the best deal for Northfield Town Centre.

The Board provides entrepreneurial leadership subject to effective risk management. It sets out the BID’s aims, ensures the availability of resources, and reviews management performance. It also sets the company’s values and standards. All board directors and members of the Management Team make decisions objectively and always in the best interests of the company. The Board meets monthly to discharge its duties effectively.

The considered director will already be trading within the Northfield BID town centre. We are a small, ambitious, and evolving organisation with a passion for improving the town centre’s trading environment. The current BID Board is looking for directors who have a “can-do” attitude and a “getting involved” approach.

Relevant experience together with an understanding of the town centre together with excellent communication skills are essential. The time commitment to fulfilling the role will be ten days per year minimum.

Service as a director will be voluntary, with no remuneration.

The BID is now in its third term, which started on 1 January 2022 and will finish on 31 December 2026.

Northfield Town Centre BID Limited
C/o Northfield Baptist Church, 789 Bristol Road South, Northfield, Birmingham B31 2NQ
bid@northfieldbid.com www.northfieldbid.com

Registered in England: 7889072 Registered as VAT number:130 9752 18
Registered office: 789 Bristol Road South, Northfield, Birmingham B31 2NQ



NORTHFIELD

Business Improvement District

How to apply

If you are interested in becoming a director of the BID, please email the BID Town Centre Manager first, stating your background and experience and how you could support the BID in meeting its priorities.

Your expression of interest will then be forwarded to the BID Chair/Vice Chair for their attention. The next step for applicants with suitable experience will be an informal meeting with the BID Chair/Vice Chair and/or the BID Town Centre Manager to explain the role fully. Communications will be treated in strict confidence.

Marcia Greenwood, BID Town Centre Manager
m.greenwood@northfieldbid.com
07921 818 828

Attached: Job Description for Northfield BID Director

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The Vision for Northfield Town Centre for the third term is two-fold:

Customer Focussed: Creating a town centre that is a destination of choice for residents and visitors in South-West Birmingham to shop, do business and relax.

Investment-friendly: This is where businesses can prosper because of its high quality, safe and welcoming environment, diverse customer appeal, and competitive “value” based offer.

To achieve this, the five-year Business Plan is based on four priority themes. These are:

- ✓ Improving Northfield
- ✓ Protecting Northfield
- ✓ Promoting Northfield
- ✓ Supporting Northfield

The purpose of the Northfield BID Board of Directors is:

- I. To ensure the effective, timely and successful delivery of the Northfield BID aims and objectives.
- II. The BID Board will contribute to the setting of the strategic plan’s direction of Northfield BID
- III. To ensure adequate and effective governance challenging the adequacy of delivery arrangements and partner engagement.

Active Role

1. Contribute to developing strategic plans enabling Northfield BID to fulfil its statutory responsibilities.
2. Ensure that the Board operates in accordance with its Memorandum, Articles of Association and Terms of Reference.
3. Ensure the Northfield BID Board actively engages with the key stakeholders in the ongoing development of Northfield BID networks.
4. Agree, develop and monitor key performance targets to drive continuous improvement.
5. Proactively promote and influence the policy, planning, commissioning, and delivery of Northfield BID projects.

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6. Ensure that financial controls and systems of risk management are robust and that the Board is kept fully informed through timely and relevant information.
7. Assist with developing a 'business' culture promoting a can-do attitude.
8. Play an appropriate role in building external relationships with key stakeholders.
9. Ensure Northfield BID is represented on strategic boards and plays a proactive role in influencing the policy, planning, commissioning, and delivery of projects across the Town Centre.
10. Be aware of changes in national policies and assess the impact on Northfield Town Centre, the BID, and the business community.
11. Ensure that the Northfield BID values diversity and demonstrates equality of opportunity in all activities
12. Act as an Ambassador for Northfield BID
13. Always execute the responsibilities of a company director considering the lawful and ethical Standards and Northfield BID's Terms of Reference.
14. Oversee the publishing of an Annual Report and externally audited accounts each year, Highlight priorities, progress made, and key issues for future development.

General Duties

1. Ensure that the business of the Board is conducted efficiently and effectively and uses Systems of internal control that enable the work of the Northfield BID to be carried out effectively.
2. Northfield BID members are given the opportunity to express their views, and appropriate standards of behaviour are maintained in line with the agreed Terms of Reference.
3. Responsibility is exercised within a specifically designated area of work, e.g., Chair, Vice Chair.
4. Act at all times in a manner that promotes a positive and exemplary standard of conduct.
5. Attend all virtual or face-to-face Board meetings, Levy Payer meetings, and special meetings as and when they arise.
6. Other duties may be added as needed.

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