



BID Newsletter

Autumn 2021



Improving, Protecting,
Promoting & Supporting
Northfield Town Centre



Meet Tom & Ben,

Northfield BID High Street Security Officers

For our BID2 campaign message in 2016, we said that we would pilot a high street security officer, with a SIA Door Supervisor badge, to provide foot patrols throughout Northfield high street. We envisaged this officer would provide a 'reassuring figure' for you, your staff, and your customers – providing a 'safe and secure' Northfield Town Centre to deter incidences of business crime, shop theft and supporting business owners and other security guards from the 'unsavoury elements' that visit Northfield, who disrupt your business and your trade.

Roll on to Autumn 2021, and four high street security officers later. The BID has now employed the two of best High Street Security Officers we have ever had! Both Tom and Ben are thoroughly enthusiastic about the roles that they have undertaken on behalf of Northfield BID and the Northfield business community.

They are:

- Proactively visiting businesses to check their 'health and well-being'.
- Supporting other security guards in the apprehension of those that want to cause anti-social behaviour in Northfield
- Actively talking to our partners within Northfield Shopping Centre and West Midlands Police in order to share intelligence.
- Carrying out foot patrols, determined by business need.
- One of the instigators in forming an informal Retail Crime Partnership with national retailer security officers, business owners and the neighbourhood policing teams.

Both Tom and Ben have proved themselves to be a true professionals, collaborating with partners by providing solutions to deter low level crime.

In October to November 2021, the Northfield business community will be asked once again to consider taking part in the renewal for Northfield BID for a third term.



Once again, you will be asked to vote upon the priorities and services that the BID hope to provide for a third term. The service that Tom and Ben provides will be under the priority of 'Protecting Northfield'.

We hope that if you would like the service that the BID High Street Security Officers provide for Northfield Town Centre to continue, you will be favourable in supporting the BID for a third term, so that we can continue to provide the excellent work that Northfield BID has carried out for the past nine years.

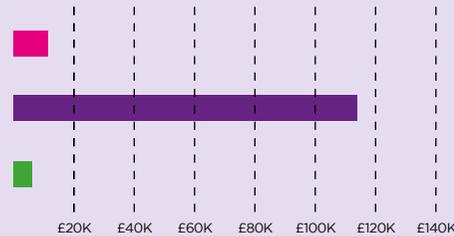


BID income & expenditure

April 2020 - March 2021

Income

Government grants	£11,097
BID levy	£117,284
Other commercial income	£5,525
TOTAL	£133,906



Expenditure

(By BID2 priorities)

Improve	£37,187
Protect	£12,002
Promote	£25,086
Campaign	£2,786
Admin	£8,428
Management costs	£38,161
TOTAL	£123,650
Surplus for the year	£10,256



More information about Northfield BID's Annual Accounts, filed with Companies House can be found here: www.northfieldbid.com/annual-accounts

VOTE YES! FROM 21ST OCTOBER TO 18TH NOVEMBER 2021

Contact us,

to get involved with any of our projects, or if you think that you have a new project idea to fill in the gaps or add 'additionality' to BID services.

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Social media - free advertising

The BID manages an Instagram page, plus two Facebook pages for businesses and visitors to the Town Centre. Remember to send in your offers, or anything else you wish to promote to people that 'like' or 'follow us' on social media. This is free advertising for you and your business.

B2B Facebook promotions:

Dedicated to the friends of the town centre who have an interest in its future;

 [www.facebook.com/
NorthfieldBID](https://www.facebook.com/NorthfieldBID)

B2C Facebook/Instagram promotions:

Provides information for visitors and customers who visit Northfield for the 'retailing plus' experience;

 www.facebook.com/visitnorthfield
 www.instagram.com/northfield_bid

Please visit us online:

For more info about the BID projects undertaken for the benefit of Northfield BID and Northfield Town Centre,

 www.northfieldbid.com
 [www.northfieldbid.com/
bid3-campaign-2021](http://www.northfieldbid.com/bid3-campaign-2021)

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