



# BID NEWSLETTER

SUMMER  
2019



# National Lottery funding



Northfield BID has been successful with a funding application through The National Lottery Community Fund to help towards the cost of our florals, jet washing and Christmas lights. Northfield Bid has been awarded £10,000 which will be divided equally between the 3 projects.

This will help provide some additional planters for the shops on the north side of the town centre between Pitman Pharmacy – Laptop & Computer Co. We are also looking to expand the Christmas lighting scheme to include parts of Sir Herbert Austin Way between Sainsburys and Isaac Tongue Junction.

Andy Clarke - Chair of Northfield BID added **“On behalf of the Northfield BID Board of Directors, we would like to thank The National Lottery Fund Team for providing the funding to improve the appearance of the Town Centre, this will benefit everyone who works, shops and visits Northfield Town Centre”**

# Jet washing and gum removal

We have appointed Heartlands Facilities Management LTD Trading as Cleanse to jet was our town centre pavements and remove chewing gum.

This year has thrown up a challenge as some of the hydrants that are used

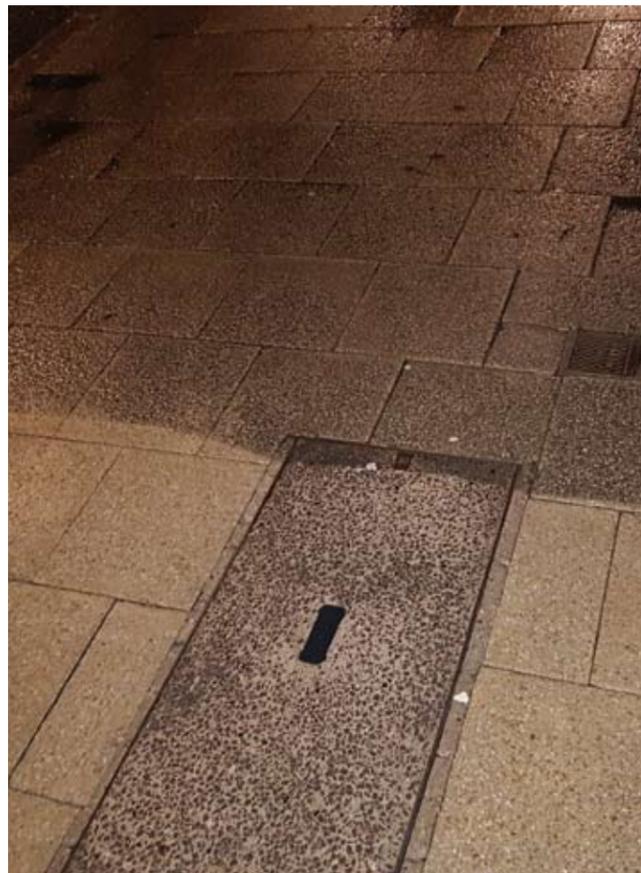
to draw water no longer work or have insufficient water flow.

We have hopefully overcome this by bringing in water bowsers however, this has slowed the job down by a few weeks and would now expect

completion by the 8th July 2019.

The BID team would like to extend our apologies for any convenience caused.

On a positive note, the areas that have been done look fantastic!



# Are we keeping on track? Take the survey and tell us!

During our campaign for BID2, we said that we would carry out an independently conducted mid-term review to look at the BID’s overall performance during its second term.

We are now in our third year, and the time has come for this review to be undertaken. The BID has selected Chris Gregory from Heartflood Ltd.

Heartflood Ltd. are specialists in Place Management & Development with particular expertise in Business Improvement Districts.

Chris brings a wealth of experience to Heartflood Ltd, having worked as a Town Centre Management practitioner for over 15 years within a number of diverse locations.

Chris will provide a comprehensive review of our BID arrangements. This includes reviewing performance against our initial aims, objectives, our financial planning and the proposed projects and activities as stated in the Northfield BID2 Business Plan.

Then Chris, with assistance from the BID Team, will interview BID levy payers, asking how we are performing against our business plan.

Finally, the analysis of our performance will be presented to the Board in the form of a report (key points recommendation), and we will publish the results in the forthcoming Autumn/ Winter Newsletter.

A copy of the mid-term review will be hand-delivered to your business address as from 1st July 2019. Please look out for it.

On behalf of the BID and the Board of Directors, we would urge you to complete the survey, as provide us with a realistic view of the BID’s performance to date and if any improvements need to be considered.

The survey only takes 3-4 minutes to complete.

Upon completion, please contact a member of the BID team (details on the back page) and we will arrange collection from you.

The survey can also be completed online.

[www.surveymonkey.co.uk/r/NORTHFIELDBID](http://www.surveymonkey.co.uk/r/NORTHFIELDBID)

**Heartflood** **NORTHFIELD Business Improvement District**

**NORTHFIELD TOWN CENTRE BID SURVEY**  
**JUNE-AUGUST 2019**

As part of their commitment to measuring the effectiveness of the Business Improvement District (BID), the Northfield BID Board are asking businesses to complete a brief survey. The independent specialist Heartflood have been commissioned to support this survey and further information is available from Chris Gregory, the Project Manager via either [chris@heartflood.co.uk](mailto:chris@heartflood.co.uk) or 07854 027080.

**Please note that all responses will be treated confidentially**

You can complete this survey online at [www.surveymonkey.co.uk/r/NORTHFIELDBID](http://www.surveymonkey.co.uk/r/NORTHFIELDBID)

- Your business name? .....
- Your job title? .....
- Your email address? .....

**The following background information about the Northfield BID is provided to assist your response to question 4**

The BID Business Plan focuses on the following priority areas:

- Improving Northfield:** By creating a cleaner and improved street environment and making improvements to the visible and physical environment.
- Protecting Northfield:** By providing a safe and secure environment for businesses, their staff, customers and visitors to Northfield town centre.
- Promoting Northfield:** By providing an appealing image and promoting diverse shopping services and attractions with Northfield as widely as possible.
- Campaigning for Northfield:** By providing support for businesses and influencing decision makers on issues and concerns identified by BID businesses.

**4. How far has Northfield BID influenced the following? (please tick each row)**

Improving Northfield	Somewhat <input type="checkbox"/>	Quite a lot <input type="checkbox"/>	Fully <input type="checkbox"/>
Protecting Northfield	Somewhat <input type="checkbox"/>	Quite a lot <input type="checkbox"/>	Fully <input type="checkbox"/>
Promoting Northfield	Somewhat <input type="checkbox"/>	Quite a lot <input type="checkbox"/>	Fully <input type="checkbox"/>
Campaigning for Northfield	Somewhat <input type="checkbox"/>	Quite a lot <input type="checkbox"/>	Fully <input type="checkbox"/>

[www.heartflood.co.uk](http://www.heartflood.co.uk) [www.northfieldbid.com](http://www.northfieldbid.com)

Free Event

# NORTHFIELD BEACH



on Price's Square  
+ Live Music, Arts and Entertainment

## Guess who's back!

Northfield Beach is back for its 8th year – bringing fun and the sun (hopefully) to Northfield High Street once again.

Northfield Beach is a 5-day free family festival where we turn Northfield High Street into an Urban Beach, with fun filled days for all the family.

The event was started to offer free fun activities to the local community and to encourage people to visit Northfield and increase footfall within the town centre.

The event is organised by Northfield Community Partnership a charity working to support people's life chances offering a range of vital services based within its community HUB within the town centre.

The event is a great marketing opportunity and we are encouraging local business to get involved with the event by stocking beach goods, taking part in promotions or giving out free samples at the event.

This year we have brought back the hugely popular dinosaurs, who last

year proved to be the highlight of the festival, with families flocking from across the city to take part in dinosaur day.

We will also be organising a range of activities which include:

- Story telling
- Intergenerational activities
- Face painting
- Forest schools
- Healthy eating demonstrations
- Play activities
- Live music
- Dinosaur Day
- Pirate day
- Plus more TBC

Last year saw over 8000 attendees flock to the beach, this will be the 8th year of the festivities and we are looking forward to seeing you there.

We are very grateful for the ongoing support of Northfield Business Improvement District who continue to help to fund the event.

Marcia Greenwood, Northfield BID Town Centre Manager added, ***“Once again, local businesses within the BID will be invited to take part in the annual event, which will give our businesses the opportunity to promote their ‘business’ to the wider Northfield area, with offers and promotions leading up to the beach days and beyond. If you would like to market and promote your business’s goods and services during the event, then please contact one of the BID team, and we will take details of your promotional offer.”***

She explained that the annual event fits under the BID’s priority for ‘Promoting Northfield’ by offering an appealing image, diverse shopping experiences and visitor attractions. The beach provided added value to Northfield Town Centre as it continued to provide free entertainment to Northfield’s loyal customer base and new visitors to Northfield Town Centre.

The event runs from 10am – 4pm every day.



If you would like to get involved with this year’s beach, please contact Rebecca or Maxine on:

 0121 411 2157

Northfield Beach will be taking place from Wednesday 24th July to Sunday 28th July on Prices Square, Bristol Road South, Northfield B31 2NN

# Are you eligible for a Business Rates Reduction?

Northfield BID has recently partnered up with CPA (Commercial Property Advisors) in order to help any interested BID levy members to reduce how much they pay in business rates.

CPA will perform a thorough review, risk assess everything to eliminate any potential increases, pursue and recover any established savings that they can find and provide this service on a strictly 'no win no fee' basis, with no upfront or hidden fees.

Chloe Lomax, owner of The Little Fish & Chip Shop said, **"Commercial Property Advisors were brilliant, they managed to save me around 70% off my business rates bill!"**

**Their customer service is second-to-none, they kept me informed about each step of my application process, they were very quick to deal with my case and even better...it resulted in my huge saving! I wouldn't hesitate**

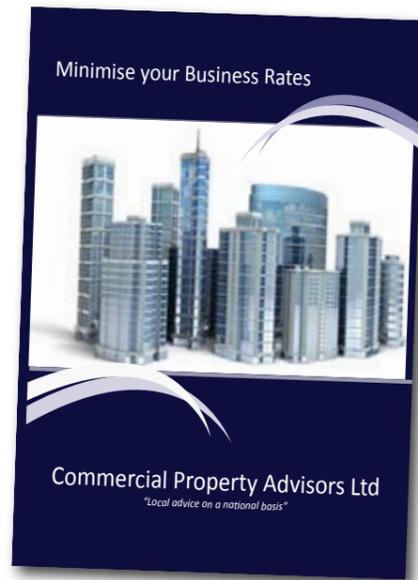
**to recommend them to all my friends and family, they know their stuff! Thank you, Commercial Property Advisors you've got one very happy customer!"**

Please contact me at my details below to arrange a no-obligation meeting, to discuss how much you can save.

*Benjamin Sayer*

Benjamin Sayer  
Commercial Property Advisors Ltd

 0117 325 1520  
 07890 991583  
 ben@commercialpropertyadvisors.co.uk  
 www.commercialpropertyadvisors.co.uk



For more information about what CPA and their business rates review, take a look at their brochure located on the Northfield BID website [https://docs.wixstatic.com/ugd/0bca7d\\_40ae92d7c878436fa06588e371b2543d.pdf](https://docs.wixstatic.com/ugd/0bca7d_40ae92d7c878436fa06588e371b2543d.pdf)

## R&D intern appointed



Northfield BID has appointed Asha Sharma (currently a University of Birmingham post graduate student) to work with meeting some of our BID priorities.

She will be working with the BID team to carry out the mid-term review business surveys, capturing data from businesses in respect of the BID employee loyalty card, researching and developing an empty properties strategy for Northfield, as well as helping the BID and other businesses to revitalise their social media presence.

Asha said **"I am delighted to be a part of BID's goals to improve and promote Northfield and experience how BID works for businesses as well as its customers, local community and visitors to the area. As a post-graduate student specialising in Security, I am interested in businesses that collaborate and fulfil a greater role in society and it was through my interest in this area that I discovered the work of Northfield BID."**

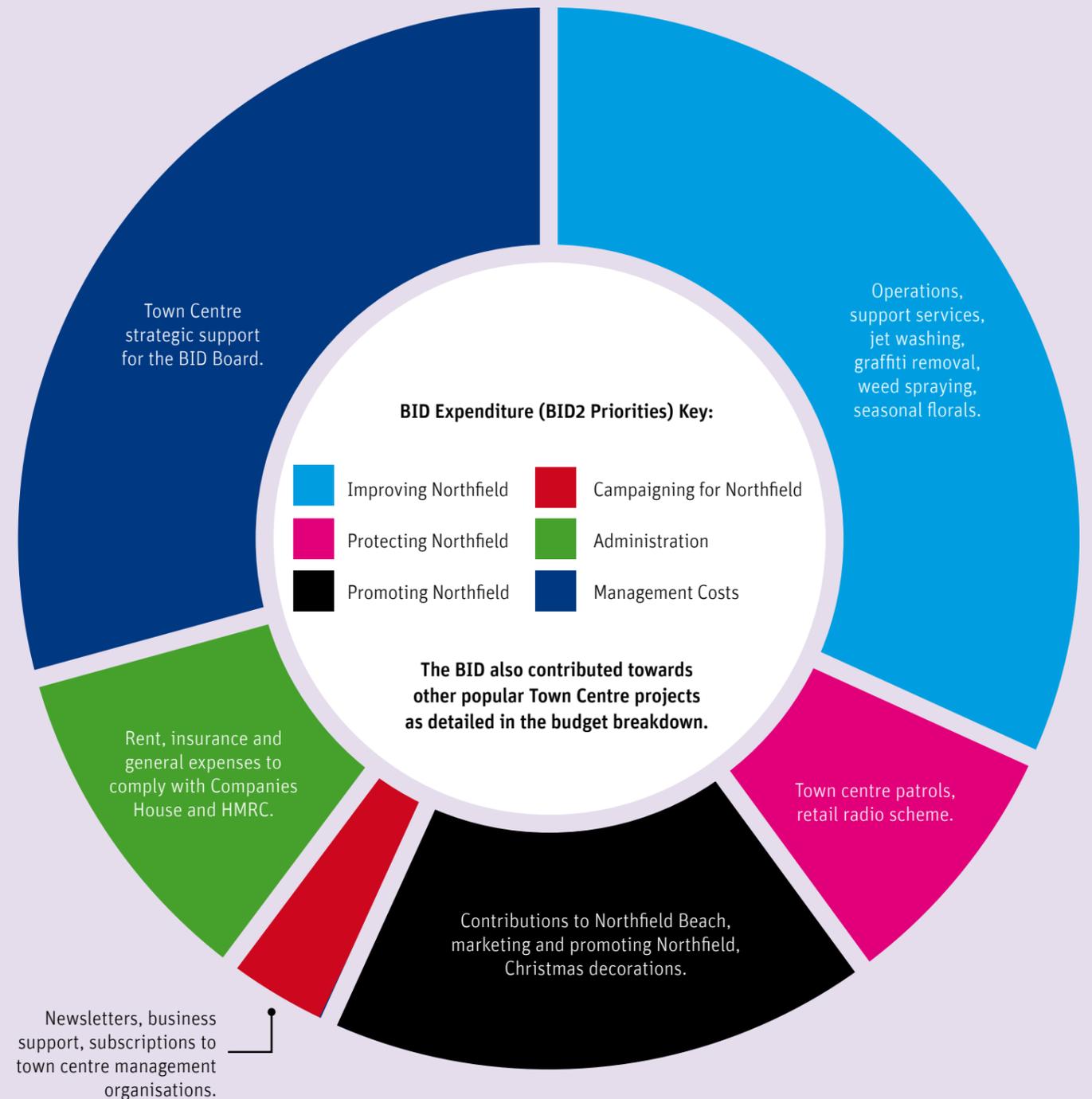
**I believe that when businesses work together, like BID, it is possible to build upon the character and history of a place and I very much look forward to starting my internship with BID, in its efforts to widen the scope of possibilities for the region."**

Asha starts her placement with the BID in July, and she will be working for the BID for 20 days. Her placement will be funded from donations from the University of Birmingham's former students who have provided a bursary to enable this experience to take place.

Under the Impact Internship Scheme, students such as Asha undergo a business's recruitment and selection process in readiness for the real world.

Marcia Greenwood added, **"On behalf of the BID Team and the BID Board of Directors, we are looking forward to working with Asha and hope that she enjoys her time with us within Northfield Town Centre."**

BID Levy <b>£107,280</b>	Other commercial income <b>£15,476</b>
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# Social Media - 'free advertising'

The BID manages 2 Facebook pages and 2 Twitter accounts for businesses and visitors to the Town Centre:

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

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

 [www.facebook.com/visitnorthfield](http://www.facebook.com/visitnorthfield)

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

**The Northfield Town Centre Facebook page is no longer in use. Any future town centre events and other events outside of the town centre that may be of interest to Northfield's large and diverse customer base will now be posted on [www.facebook.com/visitnorthfield/](http://www.facebook.com/visitnorthfield/)**

 [www.twitter.com/northfieldBID](http://www.twitter.com/northfieldBID)

 [www.twitter.com/VisitNorthfield](http://www.twitter.com/VisitNorthfield)

 [www.instagram.com/northfield\\_bid](http://www.instagram.com/northfield_bid)

Check out the BID website

 [www.northfieldbid.com](http://www.northfieldbid.com)

for more information about the BID projects undertaken for the benefit of Northfield BID and Northfield Town Centre.



Remember to send me 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.

# Contact us

To get involved with any of our projects or think that you have a new project idea to fill in the gaps or add 'additionality' to BID services, please contact us at our **new email addresses**.

 **Marcia Greenwood**  
BID Town Centre Manager

 07921 818828

 [m.greenwood@northfieldbid.com](mailto:m.greenwood@northfieldbid.com)

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BID Operations Support Officer

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## REMEMBER!...

It's not too late to promote your business. You still have the opportunity to circulate your own marketing material at this year's beach, which is held from 10am to 4pm on **Wednesday 24th July till Sunday 28th July**.

# Movers and shakers

Welcome 😊

Birmingham St. Mary's Hospice  
734 Bristol Road South, B31 2NN

Goodbye 😞

Branchies Bunchies