



Our plan for improving,
protecting, promoting
and supporting
Northfield Town Centre
2022 - 2026



A business plan for
the second renewal of
Northfield Town Centre
Business Improvement District.

Welcome to Northfield Town Centre

The place to 'shop, eat, work, and do business'

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Message

from your BID Company Directors

Dear Northfield Town Centre Business Owner/Manager:

Northfield is one of the larger centres within Birmingham, serving residents, businesses, and visitors of South-West Birmingham. The Town Centre (often called anecdotally 'The Village') now supports over 240 shops, with a mix of local independents, household names, service, and specialist sectors, financial, leisure and administration services. Northfield Town Centre offers their 'retail plus offer' – ranging from service sector (financial, specialised services such as accountants and solicitors, health and community uses), fast food hospitality, traditional cafes, coffee shops, business and community services, leisure, eating out, churches and community organisations – which all help to drive footfall to Northfield Town Centre.

Part of what makes Northfield Town Centre so special is the sense of pride and ownership that we have for the area. Businesses have already invested

in the area. We make sure the Town Centre is clean, safe, and vibrant with colour all year round. We are always doing our best to look out for you, and since the national restrictions, you have started looking out for each other as well.

Since Northfield BID was first established in January 2012, the BID has significantly improved the physical and visible environment, creating a safe and secure business environment, promoting businesses on social media to their customers, and more importantly, supported businesses that chose to call Northfield Town Centre their home.

It's hard to imagine Northfield Town Centre without a BID. At the start of BID2, we have appointed the BID Operations Support Officer, BID High Street Security Officer, and continued the BID Caretaking Service. The operational team have become part of the Northfield Community, providing a reassuring presence on the 'high street'.

Both services play an integral part in keeping Northfield Town Centre 'free of grime' with the removal of graffiti, fly tipping, litter picking, security advice, support, and the seasonal floral enhancements that helps make the BID area 'clean, green and safe' for you, your staff, and your customers.

The last eighteen months have been the most challenging for the Northfield business community, and for many, this is still ongoing for businesses, especially within retail, hospitality, and the service sector. From the first lockdown to date, the BID officers have been there throughout to support the business community. One of Northfield BID's strengths has been to continuously lobby on the businesses' behalf, influencing key decision making at local or national government so that it continues to advocate the best 'deal' for Northfield Town Centre.

Throughout the pandemic, the BID has supported the business community by providing information and support

for businesses to access the vital business support grants, published a 'Your Business Recovery Guide for Reopening', alongside other advice relating to interpreting Government and Local Authority guidance, Waste Management, Highways and Street Cleansing.

Since the start of our second term in January 2017, we have stepped up to the challenge and made a difference to the Town Centre – Northfield is safer, cleaner, and greener than ever before – however, we acknowledge there is still more work to do! Our plans for BID3 will continue and build upon the excellent work of the BID and will provide more activities and projects to promote 'Northfield Town Centre' as a destination with diverse retail, hospitality, specialised and professional services as well as promotional attractions.

We need to continue to support businesses so that Northfield can re-emerge from the impact of the

pandemic and continue to be in the forefront of better public services, investment, and benefit from Birmingham's continued development over the next five years. Without the BID, we will lose our collective voice in influencing the decision makers at a critical time for the Northfield BID community and Northfield Town Centre.

The BID still aims to create and instil a sense of pride by encouraging businesses and their customers to be continuously proud of Northfield Town Centre and its achievements to date to create a place where people love to eat, shop, and work.

So, we are asking you as the Northfield BID business community to take a look at the business plan and the new and continued projects and services planned for the next 5 years. We are asking you to think what Northfield Town Centre was like before BID services were introduced and the improvements the BID services have













made since. Northfield Town Centre serves a diverse customer base, and we are extremely proud of Northfield's 'retail plus experience'.

Have
your
say...



We urge you to have your say about the future of Northfield Town Centre and seek your continued support in the forthcoming ballot. **Please vote YES for Northfield BID 3.**

Please contact us or the BID officers to discuss your thoughts and ideas for the continuation of the BID. We will continue to provide a clean, attractive, and welcoming environment as part of our commitment.

 Andy Clarke BID Chairman	 Andy McLeod Retailer	 Joy Gill Retailer	 Carl Brown Retailer
 Peter Smith Food, Leisure & Hospitality	 Tracy Prior Business & Community	 Amos Mallard Business & Community	 Tom Corser Centre Manager, Market Village
 Adam Meade Centre Manager	 West Midlands Police Stakeholder	 Councillor Olly Armstrong Northfield Ward Councillor Eddie Freeman Allens Cross Ward Stakeholders	 Randal Brew OBE FCA Community Representative & Financial Advisor to the BID Board Stakeholder

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

In brief

How does the BID work?

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.
- Operated by an independent, business led 'not for profit' company accountable to the local business membership and managed by a full time Town Centre Manager, supported by the Operations Support Officer and High Street Security Officer.
- Funded by all eligible business occupiers contributing 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 additional to those provided by Birmingham City Council and West Midlands Police.
- Active because the majority of businesses (both by number and rateable value) voted YES in a ballot in 2016 to give the BID a legal mandate for an initial 5 years, ending in December 2021.

What are the major benefits to local businesses and organisations?

- ✓ Over £75k additional investment over the initial 5-year term.
- ✓ Increased footfall, repeat visits, consumer spend and business activity.
- ✓ Partners in public, private and third sectors working together to co-ordinate cost effective activities and projects for the benefit of customers, visitors, and employees.
- ✓ Control over improvements and enhanced services that improve Northfield Town Centre.
- ✓ Increased confidence to secure private/public sector investment.
- ✓ Reductions in crime and the cost of crime.
- ✓ Stronger voice by acting together to influence the issues affecting Northfield Town Centre.
- ✓ Northfield Town Centre's positive profile raised through effective marketing and promotional campaigns.

More
info...



For more about BIDs, visit
www.britishbids.info

So much more to lose!

Life without the BID in 2022-2026

Within this business plan, we will demonstrate how much Northfield BID have achieved since 2012.

Whether you are a business owner, or you are managing the Northfield branch for officers at head offices, you will have a stake in whether the BID services continue into a third term.

Life without Northfield BID in 2022 to 2026 would mean:

No more
£75,000
investment
per year



in Northfield Town Centre on services and projects that businesses have chosen and want to see delivered.

No more added value

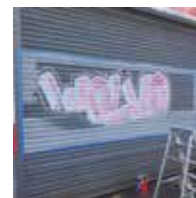
Match-funding from other partners could be difficult to achieve without the 'top up' of levy investment, which could be used to benefit the Town Centre.

Funding could prove more difficult to obtain from local and national government investment and other initiatives that would solely benefit Northfield as a local centre.

There will be no single voice lobbying on your behalf to influence local decisions pertaining to the viability of Northfield 'high street'. No single voice to ensure that the Northfield business community are not left trailing behind other competing local centres.

No more cleaner streets

The streets would not receive the additional services of extra litter picking, removal of fly tipping, fly posters, graffiti, annual jet washing and gum removal to keep Northfield's pavements looking clean.



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

So much more to lose!

Life without the BID in 2022-2026



No more subsidised retail radios scheme



with Northfield Shopping Centre Security acting as 'control', to communicate and assist in apprehending those that want to bring 'trouble' to the Town Centre.

No more Christmas lights

to animate the Town Centre and no more Christmas trees or Christmas events in Northfield to celebrate the start of the Christmas season.

No more events

to increase customer and visitor footfall to raise Northfield's profile.

No more BID caretaker and maintenance service

to provide a free of charge graffiti removal service, extended litter pick, rubbish removal on public and commercial land. Without the BID, the 'high street' will be covered in graffiti; litter picking service will not be provided by the City Council behind the shops or on private land as a commercial charge will be applied for any removals. Maintenance of the Town's public/private car parks will be discontinued.

No more high street security patrols

The 'high street' patrols will be discontinued and will no longer deter potential acts of criminality such as shop theft and antisocial behaviour. There will no longer be a reassuring figure to be a point of contact in providing security advice and guidance.



No more floral displays throughout the Town Centre

There would be no more floral displays throughout Northfield Town Centre or seasonal replanting the 46 planter boxes within Northfield.

No more business support

There will not be a dedicated Town Centre team working with you to assist with finding funding information, help with grants and provide business rated relief information.

No more proactive local management

and representation on your behalf when dealing with public agencies such as the City Council, West Midlands Police, Kier and other utility services. There will no more assistance and support in dealing with official forms and enquiries regarding grant applications, trading licenses, street markets or assistance with the variety of council services. Businesses would have to deal with these agencies with the bureaucracy themselves.

No opportunities for the commission of free courses, training or workshops

to upskill you and your staff. All funding would cease for this and businesses would need to pay direct to the training providers themselves.



No local voice

There would be no body to lobby for you and your business at the local, regional and national level for Northfield. Decision makers would not be aware of your business needs and requirements, nor would they be taken into consideration when planning for the future of Northfield and its effects upon your trading environment.

Decisions - not business led, local & non-inclusive

Without the BID, there would be no local, inclusive business-led body to represent businesses in Northfield. Northfield BID Board of Directors

is made up of local businesses that have an interest in the viability of Northfield's trading environment, who volunteer their time for free to work towards a better Northfield. The BID has been developed by local Northfield businesses, led by local Northfield businesses, and delivers services to Northfield businesses on a daily basis.

Have your say...



If you do not want to lose the benefits of being part of the Northfield business community, and the continuation of the BID services that have improved Northfield Town Centre so far, then **VOTE YES from 21st October to 18th November 2021.**

So much done!

Northfield BID2: 2017 - 2021

Building on our achievements

Northfield BID translated the business priorities that businesses asked for within the initial BID Consultation. During the BID's second term, we have developed, initiated, and delivered the projects and services that helped shape the four main areas of activity, thus building upon our achievements.

We have delivered/provided:

Improving Northfield

2,496 hours of the BID Caretaker Service carried out by the BID Operation Support Officer per year. Over the past 5 years, this has included:

- the removal of over 400 graffiti tags,
- additional weed control (paving & tarmac) during the summer (equating to 16,442^m2 per year)

Over 500
returned
trolleys



back to retail stores.

- At least 16,442^m2 (paving stones and tarmac) have been jet washed and deep cleaned, annually by a professional environmental company, in addition to the grot spots within the BID area.

The removal
of over 1,000
fly posters



from street furniture, such as lamp posts, benches, and pedestrian guard rails.

- the removal of 460 fly tipped sites on behalf of BID members

The removal
of over 1,000
large bags



of litter picking from 'no man's land', private and public land,

- Purchasing of 46 floor planters throughout the Town Centre, with the seasonal floral displays provided by a local gardening provider.

Cost-effective
pest control
service



exclusively priced for the Northfield BID business community.



Protecting Northfield

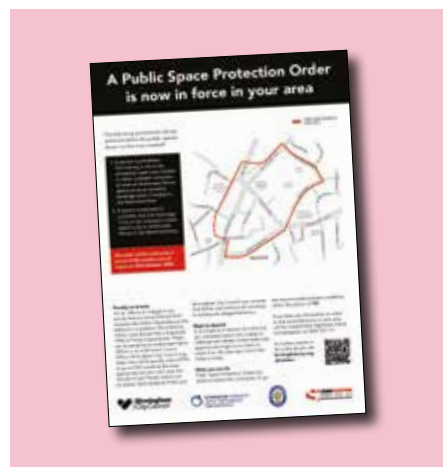
- At least 25 businesses with prolific business crime concerns have benefited from the partnership between Northfield BID, Northfield Shopping Centre, and M.R.S Communications.



- Facilitated by Northfield BID officers, at least 62 Northfield BID businesses now form part of the West Midlands Police Northfield Business Watch (the largest business watch within the West

Midlands Policing area) where intelligence is shared with signed up members including the offender management scheme.

- Worked in partnership with West Midlands Police, Birmingham City Council and Northfield Shopping Centre implementing West Midlands Police most successful Public Space Protection Order,



with 4 of the street drinkers taken to court due to their anti-social behaviour causing havoc within the Town Centre.

- Recruitment of the High Street Security service and recruitment of a local volunteer wishing to gain practical security work experience.
- At least 1,560 hours of the High Street Security Services per year introduced to assist in business crime issues and concerns, providing business reassurance for the Northfield business community.

Over the last five years, the High Street Security Officer role has dealt with:

- Approximately 1,440 beggars dealt with and removed from Northfield Town Centre.
- Over 1,320 Big Issue IDs checked.
- Up to 1,500 vulnerable and homeless persons were

signposted to statutory/third sector support and guidance.

- Dealt with approximately 1,740 incidences of anti-social behaviour on the 'high street' or within a business.

Attended
over 2,240
incidents



to support business owners/
managers businesses, where
business crime had occurred.

- Attended an average 2,940 incidences to support businesses, where an attempted theft had been made.
- Available for an average 1,200 incidences where the BID officer(s) were on hand when West Midlands Police were called to Northfield Town Centre.

So much done!

Northfield BID2: 2017 - 2021

Promoting Northfield

- Pre-pandemic, the BID worked and contributed towards the funding of annual events, such as: Follow the Star Advert Trail (Northfield Churches Together); Memory Tree (St Mary's Hospice); Northfield Beach; Northfield Carnival; Northfield on 'Ice' and Northfield's Bumper Christmas events animating the Town Centre.

Invested,
continued,
and
expanded



the Northfield Christmas lighting scheme and Christmas trees within three key prominent locations within the Town Centre.

- The revamped BID website increased views by 43% since 2016, updating and targeted directly to visitors and businesses.
- Promoting independent businesses and other Covid-19 related safety messaging including social media adverts (Facebook and Instagram), bus adverts and outdoor media through ERDF Reopening High Streets Safely Fund.
- Workplace work experience opportunities for students at Newman College and University of Birmingham graduate students for 4-weeks to assist the BID Company in working towards projects and services featured in the BID2 Promoting Northfield priorities.
- Gaining planning permission from Birmingham City Council to trial and host a weekly outdoor market on Prices Square. Traders included fresh fruit and vegetables, butchers, confectionery and childrenswear.



Campaigning for Northfield

- Worked with Pilot IMS and Serco to deliver Adult Skills for Work (funded by the West Midlands Combined Authority Adult Education Budget) to provide free training, skills, and employment for employees. At least 3 BID businesses took advantage of this training opportunity for their staff, who gained Level 2 certification in Team Leadership and Customer Services through distance learning.

£10,000 worth
of additional
funding



was raised from the National Lottery Awards for All funding to improve the 'visual appearance' of Northfield Town Centre.

£15,000
targeted
funding



lobbied from Government,
to support the safe reopening
of Northfield 'high street'.

- Lobbied Birmingham City Council for targeted funding from the Government worth approximately £15,000. This helped provide safety measures to give customers and visitors the confidence to return to Northfield 'high street' to support the Northfield Town Centre local economy; The Christmas and Spring campaigns to promote the 'hands, face, and space' Government messages. Multi-channel reminders to the members of the public were promoted on outdoor poster advertising, lamp post banners, lamp post covers,



outdoor floor stickers, bus advertising (rear and super sides), programmatic banner adverts and social media advertising across Facebook and Instagram (over 10,000 views) to promote the safe 'reopening of the high street'.

So much done!

Northfield BID2: 2017 - 2021

- Published and distributed 12 dedicated business newsletters, keeping businesses informed of news, opportunities, and information for the Northfield BID business community. This included the COVID-19 Business Recovery Plan.
- Instrumental in lobbying for the Greater Birmingham and Solihull Local Enterprise Partnership (LEP), Birmingham City Council councillors and the Northfield Constituency MP to influence the decision-making process with plans to rejuvenate Northfield 'high street'.
- Celebrating Northfield Town Centre independent sector – capturing 20+ independent business across Northfield 'high street', to create new social media assets for businesses to use for their own online campaigns. The campaign 'To shop local and support the local businesses' within Northfield Town Centre.





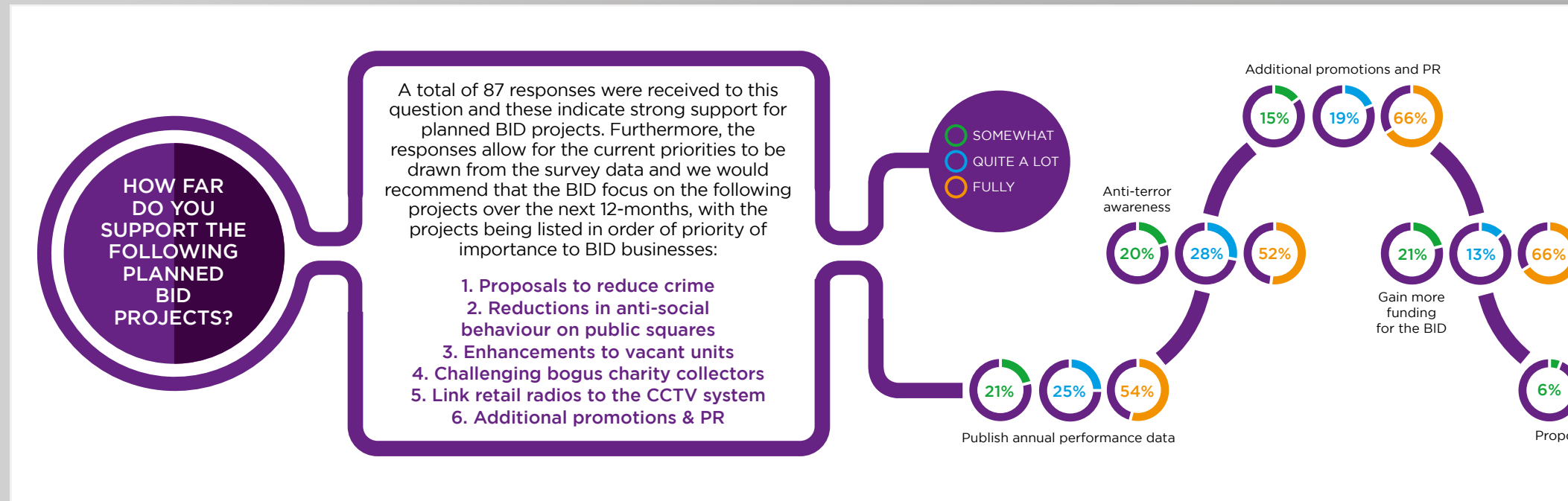
- Nearly 84% of new customers visiting Northfield Town Centre for the first time said that they would be willing to return to the businesses that gave them an excellent service. This was through a collaboration with Storecheckers Mystery Shoppers, to pilot a series of 10 mystery shops within the BID area to identify trends affecting the Town Centre and to check what customers were saying about the pilot businesses and whether they were willing to return for more of the business' customer services.

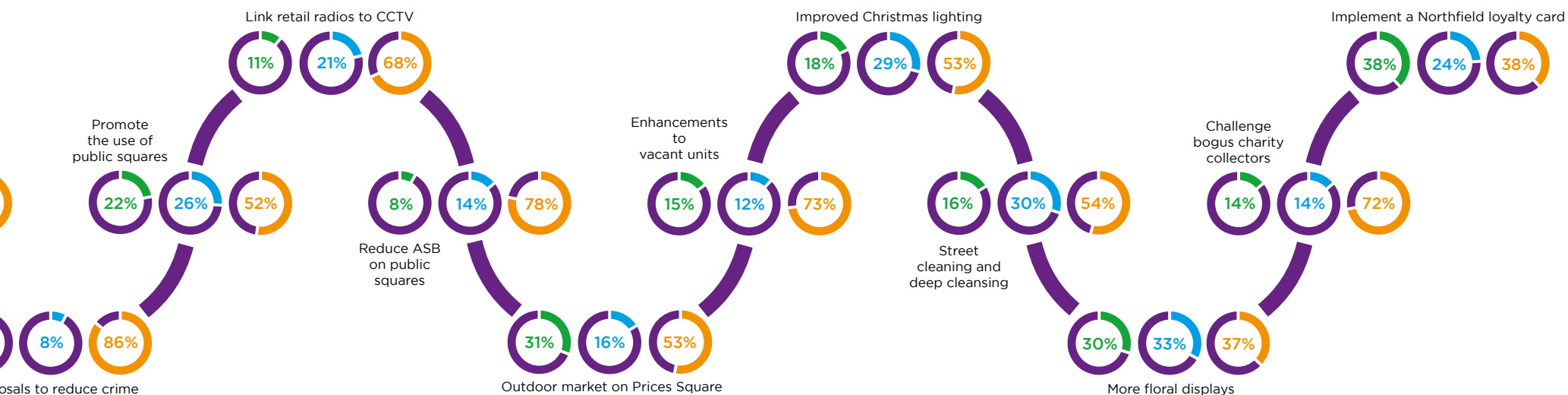


So much done!

Northfield BID2: 2017 - 2021

- Mid-term review of Northfield BID Company and its services (July - August 2019) highlighted the 'good progress' being made against the delivery of the BID2 Business Plan. In general terms, the BID levy payers were both considerably aware and satisfied with the work of the BID and the BID Board of Directors.

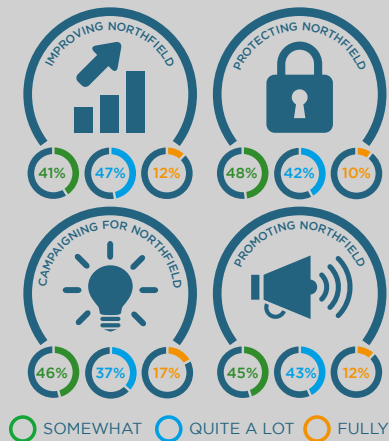




VOTE YES! ☒ FROM 21ST OCTOBER TO 18TH NOVEMBER 2021

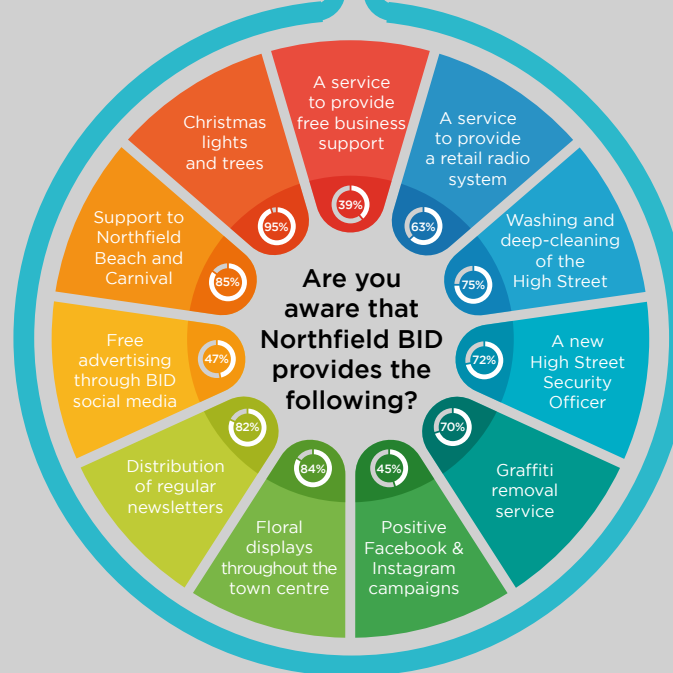
HOW FAR THE BID HAS INFLUENCED THE 4 MAIN PILLARS OF THE CURRENT BUSINESS PLAN?...

A total of 90 responses were received to this question and these indicate a good level of satisfaction with the performance of the BID against the current Business Plan, as outlined by the following tables, which show that over 50% of respondents consider that the BID has significantly influenced the pillars of the Business Plan.



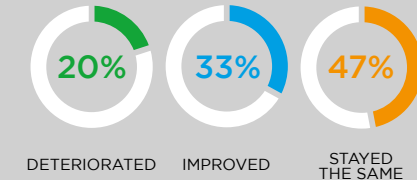
AWARENESS OF RECENT BID ACHIEVEMENTS

A total of 89 responses were received to this question and these indicate a good level of awareness of recent BID achievements, against the current Business Plan, as outlined by the following table, which shows significant awareness of current BID projects.



RECENT PERCEPTIONS OF NORTHFIELD AS A PLACE IN WHICH TO OPERATE A BUSINESS

IN THE PAST 12 MONTHS, HOW WOULD YOU DESCRIBE NORTHFIELD TOWN CENTRE AS A PLACE IN WHICH TO OPERATE A BUSINESS?



A total of 90 responses were received to this question and these indicate a very reasonable level of satisfaction with Northfield as a place to do business. This is outlined by the above chart, which shows that 80% of respondents consider that business has stayed the same or improved, whilst only 20% consider that it has deteriorated.

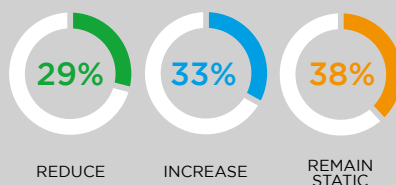
IN THE PAST 12 MONTHS, HOW HAS THE TURNOVER OF YOUR BUSINESS PERFORMED?

A total of 83 responses were received to this question and these indicate the level of challenges facing Northfield businesses, as outlined by the chart below, which shows that just over 50% of respondents consider that their turnover has reduced, whilst only approximately 16% consider that it has increased.



EXPECTATIONS OF FUTURE BUSINESS PERFORMANCE

DURING THE NEXT 12 MONTHS, DO YOU EXPECT THAT THE TURNOVER OF YOUR BUSINESS WILL?...



A total of 82 responses were received to this question and these indicate mixed feelings about the next 12 months amongst Northfield businesses, as outlined by the above chart, which shows a relatively even split between those who consider that their turnover will increase, reduce or remain static over the coming year.

OVERALL, HOW WOULD YOU RATE THE IMPACT OF THE BID IN IMPROVING NORTHFIELD?

A total of 87 responses were received to this question and these indicate strong approval of the impact of the BID amongst Northfield businesses, as outlined by the following chart, which shows approximately 68% of respondents who consider that the BID has resulted in an either considerable or high impact and only 32% who consider it to have resulted in some impact.



So much done!

Northfield BID2: 2017 - 2021



Successful negotiations with Birmingham City Council

not to charge for the collection of BID levy (from the BID levy payer); ensuring that 100% of the levy collected for Northfield Town Centre was invested into the BID's priorities.

- 'Save Our Bus' Campaign – the BID and Northfield Shopping Centre were instrumental in starting a petition to Transport for West Midlands (TfWM) opposing the closure of a bus stop.



The campaign was supported by B31 Voices, the former Northfield Ward Councillors (Northfield Ward Committee) and the former Constituency MP, to campaign and lobby via the online petition platform (Change.org.uk) and a presentation of traditional petitions to lobby TfWM to overturn their unpopular decision.

This well used bus stop outside the Northfield Shopping Centre was successfully re-instated. The story was covered by Birmingham Mail (online 23/10/2017)

- Google Digital Garage – Northfield BID business owners, business managers, and visiting customers to the 'high street', were offered free in-person coaching to support their digital presence.

The training event organised between Northfield BID and Lloyds Bank took place in Spring 2018, where learners had the opportunity

to learn new skills for career development, build knowledge to start a new business, and develop 'online' confidence.

The Google Bus hosted group coaching sessions on:

- How to reach new customers online.
- How to build communities on social media.
- How to build CV's
- How to start & own a new business
- How to make businesses visible online
- How to build websites

Approximately, 120 group coaching sessions were held throughout the day.

Rachel Mould from Lloyds Bank said, "This is a free service provided

by Google to help the [Northfield] business community and members of the public with key sessions, while on tour, in the form of people taking their first steps online, staying safe online, building a CV and building a digital marketing plan."

She added, "This is not only great for the [Northfield] community [but also] great publicity for the town [centre]."



So much done!

Northfield BID2: 2017 - 2021

- Dedicated business support for business owners or managers during the pandemic – set up a 'WhatsApp Group' to cascade information, communication and updates from Birmingham City Council, Government, etc. in relation to COVID-19. The BID has helped over 45 business owners, who without the BID would not have been able to survive nor access the varying business support grants.

“I have owned the Flower Centre since 1984 and the BID has been the best way of bringing all the businesses together in one voice. The work done on our behalf to improve the look of Northfield with planters, Christmas lights and graffiti removal, plus added security from our security officers as well as various events all organised by our very able BID manager Marcia.

During the pandemic both Marcia and Tony were invaluable in helping us access the help available from the government and council.”

Joy Gill - Flower Centre

“Northfield BID team and directors have been fully focused working relentlessly hard and made considerable progress in creating a better environment for businesses and customers throughout the past two BID terms. Such is the passion and commitment for the Town Centre from the 'BID' team – it would be extremely detrimental to lose that ongoing support and what's already been accomplished. I believe, as Northfield 'high street' begins to emerge from the devastating effects of 'lockdown' the continuation, presence and support of the 'BID' will be absolutely essential in its recovery.”

Andy Clarke - BID Chairman
Phase 2 Premier Salon

“I just want to say that our new High Street Security Officer 'Tom' is brilliant. He has made such a big improvement to Northfield 'high street'. As a regular shopper to Northfield, I feel safe knowing that if I have a problem or worry, Tom is easy to approach. Thank you for removing the drunks of the 'high street' and dealing with the beggars.”

Local resident

“[High Street Security Officer is] incredibly supportive, always there straight away when needed in an emergency!”

Debra – Northfield local charity

“The BID not only serves Northfield 'high street' in a big way, but it also interacts with the wider area. Listening to feedback and comments from the electorate is vital, so as a board member, we all play a part in running the Board, but I feel the credit goes to Marcia Greenwood and Tony Adams for all their hard work.”

Councillor Eddie Freeman
(Allens Cross)

“[in terms of business support]... without the BID, we'd be up the creek. Thanks to the BID officers, we have good information and clarity.”

Mark Briarty - Hair

“Visiting Northfield for the first time in well over a year and can't believe the difference. I knew the Police and BID had done loads of work there, but yesterday I saw for myself the impact that their work has had – not one beggar, drunk or drug abuser to be seen!

The whole place had a different vibe. I went to see a family friend in Bournville, who is 70, so I asked her what her thoughts were on Northfield. Her exact words were...

“I had to stop going there years ago because I was scared, but it's changed so much lately that I can go there again to do my shopping, which is great as I only have to get one bus instead of having to wait for two, in order to get to Cotteridge”.

I just wanted to say well done for the great job that the Police and Northfield BID has done!”

Local resident

“The Northfield BID has been a huge and positive support to the Northfield business community. Helping both support local businesses thrive and creating an area that welcomes the local community in.

Not only has the past and current work been excellent, but the proposed future plans to continue to attract more local businesses, to draw in more residents, and to make the 'high street' an increasingly welcome place for the varied and wonderful local communities, is exactly what our area needs post-pandemic.

Northfield BID Renewal has my full backing as Northfield Ward Councillor.”

Councillor Olly Armstrong
(Northfield)



- Gained British BIDs Accreditation (BB Accreditation) in March 2021, where Northfield BID's strategic, operational, and tactical governance, policies and procedures were examined by the BB Accreditation Advisory Board. The Advisory Board commended Northfield BID by saying, "... given its modest levy income, ... Northfield BID delivers a wide range of projects requiring committed staff team to regularly liaise with levy payers and be a visible presence on the high street."



- Successfully campaigned to replace and increase the number of electric charging points within Northfield Town Centre. On the existing legacy site (Bristol Rd South, adjacent to Tays Corner) the BID successfully lobbied for replacing the existing fast charger with a newer model. New rapid charging facilities were installed within Lockwood Road and Sir Herbert Austin Way car parks. This means that Northfield Town Centre will now be well served with 6 rapid chargers and 4 fast chargers across 3 locations.

Much more to do!

Our Plans for Northfield BID3: 2022 – 2026

If there is one lesson the COVID-19 pandemic has highlighted, is that as a collective we have a strong, close, and supportive business network. The BID officers and BID Company worked above and beyond to support businesses that needed help, support, and advice.

As part of the initial consultation to renew Northfield BID for a third term, the BID officers circulated the feasibility/business plan consultation (online and offline) from 10th January to 3rd March 2021. The BID Company received responses from 23% of the businesses. The responses showed their support for the BID Company to continue its services under the priorities of Improving, Protecting, Promoting and Supporting Northfield.

The views and comments from the Northfield business community have helped formulate our proposals in developing the business plan, endeavouring to meet your wants and needs as we look forward to post 2021.

“... If low levels of damage and anti-social behaviour are not addressed promptly, then the 'high street' will continuously be plagued with serious crime and environmental deterioration. BID Northfield has been continually active in keeping Northfield Town Centre clean and smart. Not renewing the BID will result in these environmental services ending. Our Town Centre could become run down and an unattractive place to visit and shop.”

“The BID is doing an excellent job at keeping Northfield town centre visibly attractive and tidy.”

“An app for Northfield customers will be great and we can promote our offers on the app.”

“The Northfield Town Centre team has been imperative at supporting local businesses, especially in difficult times since COVID-19. They help to make Northfield an inviting and attractive area to work, live and shop safely! Thank you all for your hard work and dedication to Northfield.”

“Since the BID has started, Northfield is so much tidier. The BID team have been particularly helpful at this moment in time. I would hate to see it go.”

“As an individual, the service I have received has been greatly received. Northfield could become a hub for independent businesses.”

Ongoing consultation and contact with businesses is continuously take place, primarily over the 'phone' and through face-to-face meetings with business owners and managers and during the course of hand delivering of our BID newsletters.

We are continuing to talk and listen to businesses throughout all the BID's online forums, such as WhatsApp Messenger, Facebook Messenger, emails, and our social media platforms.

There is so much more that we want to do.

We are continuing or improving the current services that work for Northfield BID and implementing new projects to bring viability back to Northfield Town Centre.

Improving Northfield

Improving the visual and physical appearance of Northfield Town Centre.

Continuation of BID services:

- ✓ **Seasonal planting** of the 46 floor planters, strategically placed throughout Northfield Town Centre.
- ✓ **Annual deep clean** of Northfield 'high street', including the 'grot spots' within the BID area.
- ✓ The **BID Caretaker Service** carried out by the BID Operations Support Officer. The 'on demand, free service' includes graffiti removal, fly poster removal, fly tipped sites cleansed and removed as well as litter picking on public, private and areas of 'no man's land'.
- ✓ **Celebrating Christmas** in Northfield Town Centre. This includes the procurement of Christmas lights, motifs, and Christmas trees.



Protecting Northfield

Working with public and private partners to provide a safe and secure Northfield Town Centre.

Continuation of BID services:

- ✓ SIA certified **High Street Security Officer**, providing a foot patrol throughout Northfield 'high street', checking on local businesses and monitoring premises whilst owners are away. The role will also support Northfield businesses security officers with perpetrators of business crime.
- ✓ Partnership working to **combat the incidence of anti-social behaviour, alcohol, and drug misuse** within Northfield Town Centre.
- ✓ Active management in conjunction with Birmingham City Council of **street traders, charity collectors, marketing and communications** to ensure that Northfield 'high street'

is not plagued with bogus businesses and street traders who do not contribute to the health and wellbeing of Northfield Town Centre.

- ✓ **Retail Radio** in partnership with Northfield Shopping Centre and M.R.S Communications.

New for 2022 -2026

- To work towards the creation and accreditation of a **Northfield Business Crime Retail Partnership**, in conjunction with West Midlands Police, Retail Loss Specialists and other community safety partnerships, as a recognised independent body to reduce crime and anti-social behaviour that affects your business, your staff, your customers and the wider Northfield community.

Much more to do!

Our Plans for Northfield BID3: 2022 – 2026

Promoting Northfield

Marketing and promoting of Northfield Town Centre in a positive light as widely as possible to capitalise upon its 'retail plus' offer, its services, and activities and all the benefits of visiting the town.

Continuation of BID services:

- ✓ Supporting other Northfield based organisations to provide **annual events** (with free and/or subsidised entertainment) in the build up to key events, such as the school summer holidays and Christmas. We will endeavor to ensure that the impact of planned events is spread throughout Northfield Town Centre.
- ✓ Uploading and maintaining the Northfield BID website and maximise the use and growth of the **BID's social media presence** on Facebook (Visit Northfield and Northfield BID) and Instagram.



New for 2022-2026

- Events to celebrate **Northfield Town Centre's Independent sector** – the unique and characteristic businesses that add value and personality to the BID area.
- Exploring the feasibility and the funding opportunities available for **free public WIFI and footfall counters** across Northfield Town Centre.
- Development of a **Northfield Town Centre App** for B2C to push promotional offers and discounts to a wider community base.
- The feasibility of appointing a dedicated **Marketing and Communications** officer to assist in the marketing and promotion of Northfield Town Centre to the wider Birmingham area.

Supporting Northfield

Providing support, guidance and advice for BID businesses and continuing to influence decision makers with Northfield Town Centre issues and concerns.

Continuation of BID services:

- ✓ The **Northfield BID Newsletter**, available offline and online, specifically aimed at updating the Northfield BID business community on news that can affect their trading situation.
- ✓ **Annual Open Forum Meeting** (Annual General Meeting) provides an opportunity for business owners and managers to meet with the BID directors and other stakeholders, to update businesses on the BID's progress that year, relay and update on issues and give BID levy payers the chance to voice any ideas or concerns.

✓ **Influencing the Key Decision Makers** at the local and national levels of 'power'. We will continuously lobby on your behalf for continued and better public services and investment for Northfield Town Centre. We will constantly be exploring funding and other options that can be available and can benefit your business, including the reduction of major business and savings.

✓ In providing **business support**, we will facilitate and advocate on your behalf when you need to deal with statutory bodies, such as Birmingham City Council official channels of communication. This includes addressing issues relating to refuse collection, street cleaning, street traders, roadworks, parking issues, business rates etc. We are here to do this for you. We are also available to help you decipher any official forms and letters to the best of our ability.

✓ To ensure that our BID is well governed and compliant with industry standards, we will continue to be members of **British BIDs (Bb)**. We will work with the **Federation of Small Businesses** for them to work with you in providing a 'cost-effective' service to individual Northfield businesses, who are part of the Northfield BID business community.

New for 2022-2026

- Working with local government, partners and national government to influence, focus and steer potential funding proposals and developmental opportunities for Northfield Town Centre (in line with the Northfield Regeneration Framework & the Urban Centre's Framework). Such as, Tranche Two 'Leveling Up' Fund.

- **PR and Marketing Service** for Northfield businesses (on the proviso that the marketing and communications officer is appointed for Northfield Town Centre). It is envisaged that upon appointment the officer will assist individual businesses to blend 'online/offline capabilities' with their digital marketing and communications to their customers.

- Work in partnership with education providers and specialist organisations to provide **bespoke free or subsidised training** for BID levy payers and their staff. We will endeavour to provide the training based on demand, and within the Northfield BID locality.

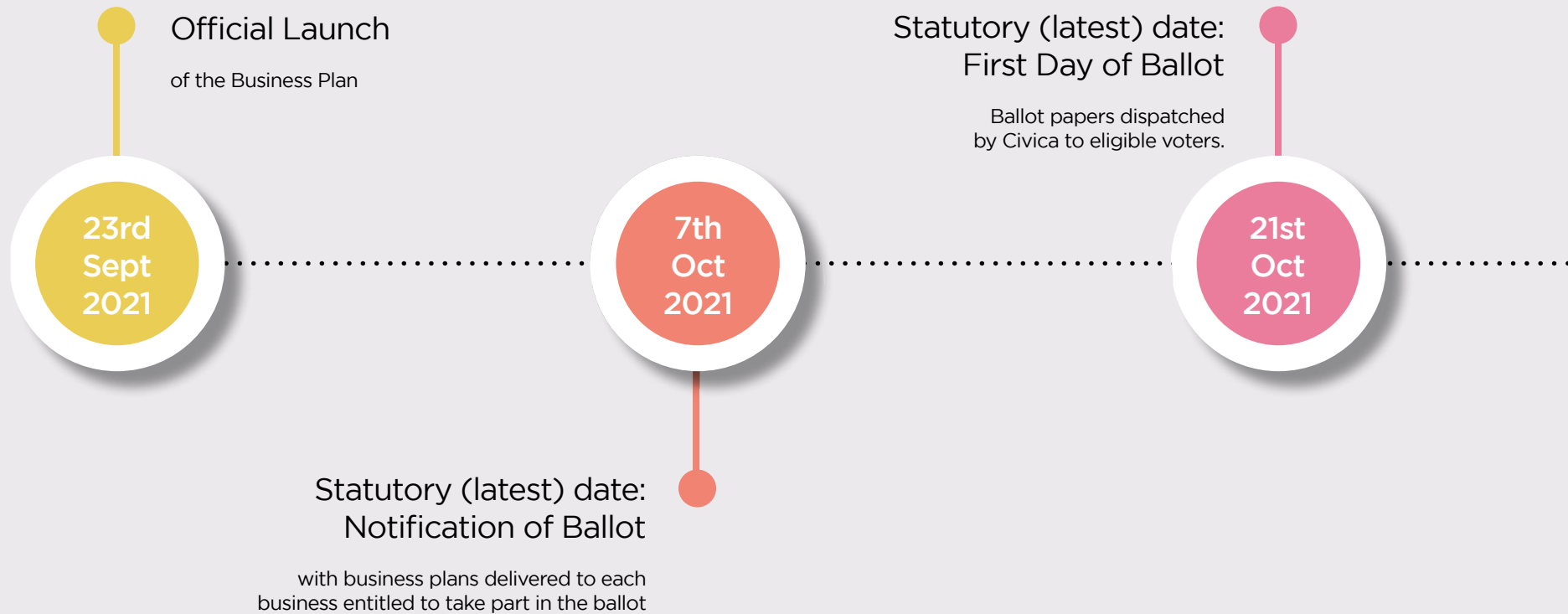
Suggestions for training could include:

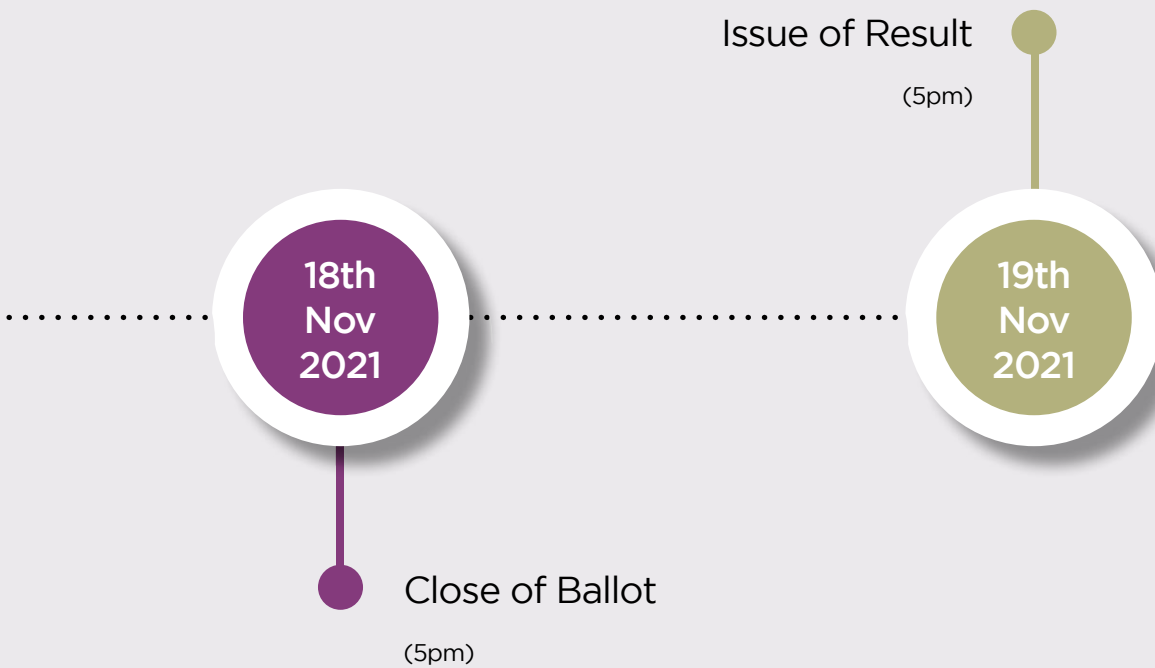
- Risk Assessments, Health and Safety, COVID-19 compliance for businesses.
- Retail Loss Prevention.
- Basic website creation, e-commerce, and social media.
- Basic digital marketing skills.



BID3

Key dates





How

will the BID's performance be monitored?

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

This will include:

- ✓ Feedback from stakeholders by undertaking surveys and other available data to allow us to direct resources and respond to the changing environment and local needs.
- ✓ Regular reporting to businesses, other stakeholders and potential investors through newsletters, website, social networking sites and events.
- ✓ An independently conducted mid-term review will be undertaken of the BID's overall performance.
- ✓ Undertake the appropriate accreditation with British BIDs to assess the BID's governance, management and operations, financial management, performance management and communication and reporting processes and activities.
- ✓ Implement the recommendations from the BID Consultant during the Mid-Term Review and the British BIDs Advisory Board upon gaining accreditation status.

Service level agreements

As partners in the BID, Birmingham City Council and West Midlands Police will enter into baseline agreements, service level agreements and/or memorandum of understanding to benchmark and monitor the delivery of relevant existing services. This way the BID will ensure that the essential basic services are delivered effectively and sustained over its additional 5-year term.

The services include:

- Highways
- Local Policing
- Grounds Maintenance
- Street Cleaning
- Operating Agreement (draft)
- Parks

Once these have been 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.

Where

will the BID operate?

The following streets are included in the BID area. Due to the layout of the high street, these are either 'whole' or 'in part'.

The BID area currently contains 240+ businesses that are eligible to vote and liable to contribute to the BID levy.

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

If you are unsure whether your business is within the Northfield BID area, then please contact the BID office.



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

How

will the BID be organised and managed?

Board of Directors

Northfield Town Centre (Business Improvement District) Ltd is the BID proposer of Northfield BID's third 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.
- ✓ Delivering BID projects and services efficiently and effectively.
- ✓ Reporting regularly on progress and performance.
- ✓ Promoting the active and continued support of Town Centre businesses and partner organisations.

The Board of Directors will be led by a private sector chairperson and will consist of up to 10 elected places that represent a cross section of business sectors and skills, supported by key stakeholder representatives as follows:

Ten Business Directors

-  Retailers – multiple and independents.
-  Food, Leisure & Hospitality.
-  Other services – business and community.
-  Property owners

Four Stakeholder Directors

-  Birmingham City Council Ward Councillors
-  West Midlands Police
-  Community Representative, specialising in financial and accounting matters.

All levy payers are entitled to be members of Northfield BID Company. Each year at the Annual Open Forum Meeting (AGM) members will be invited to attend and vote on Northfield BID Town Centre matters.

Subject to the outcome of the ballot, the BID Company will elect a new chair, and further nominations for BID directors will be advertised (online and offline) and Members invited to apply.

A transparent selection process will be initiated to elect new Directors from January 2022. Service as a director will be voluntary with no remuneration.

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

Every levy paying business and other organisation making annual financial contributions will be eligible to become members of the company and vote at general meetings.

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

BID Town Centre Manager and BID Officer Support

The Board of Directors will continue to employ a **BID Town Centre Manager** to be responsible and accountable to the Board. The BID Town Centre Manager currently holds a British BID's Certificate in BID Management, gaining expertise in BID regulations and guidance, financial requirements for BIDs, marketing and communications, employment law, contract management and operations and presentation/research techniques and approaches.

The **BID Operations Support Officer** is a specialist in all aspects of Town Centre caretaking services, as well as liaising with all matters relating to the operation of the Town Centre. He is an Associate Member of the Royal Society of Public Health and SIA certified Door Supervisor.

The **BID High Street Security Officer** is SIA certified as a Door Supervisor and Emergency First Aider.

The BID Board of Directors will ensure that

- ✓ BID projects and services are implemented.
- ✓ A positive 'voice' for Northfield Town Centre and its businesses is maintained.
- ✓ Local issues and the needs of businesses are addressed.
- ✓ BID levy and additional funds are secured.
- ✓ There is effective financial management and report overall progress is reported on.
- ✓ Contracting and supervision of contracted services, such as annual jet washing, seasonal planting etc.
- ✓ Overall responsibility of the employment of BID officers such as the **BID Town Centre Manager, BID Operations Support Officer and BID High Street Security Officer**.



Have
your
say...



If you do not want to lose the benefits of being part of the Northfield business community, and the continuation of the BID services that have improved Northfield Town Centre so far, then **VOTE YES from 21st October to 18th November 2021.**

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

BID

levy rules

A cautious approach has been adopted to budgeting for the third BID term to meet its business needs, and to continue to improve upon the essential work that the BID carries out to improve the viability of the Town Centre environment.

The principal source of funding is the annual BID levy which will be applied to business ratepayers within the BID area. The proposed BID levy will be set at 1.7% of each premises' rateable value in the 2017 Local Non-domestic Rating List as of 1st April 2021 in order to deliver the initiatives outlined in this plan¹. This will raise approximately £630,000 over the next five years. The table below shows the levy at sample Rateable Value levels based on the following:

Property RV		Approximate levy per annum
£12,000 or less	=	£200
£20,000	=	£400
£50,000	=	£800
£100,000	=	£1,600
£150,000	=	£2,500
£200,000	=	£4,000
£1,000,000	=	£10,000

This means that over 56% of businesses will pay £200 per annum, for services that improve the trading environment, with a free BID Caretaker Service, a 'safe and secure' trading environment provided by the BID's SIA certified High Street Security Officer, including Christmas lights, Christmas trees and other BID services that improve, promote, protect, and support Northfield Town Centre.

Caps and minimum levy

The minimum BID Levy will be £200 per annum and maximum BID Levy will be capped at £10,000 per annum. The upper cap of £10,000 will not be subject to annual inflationary rises. It is proposed that retail registered charities will pay a maximum £200 per annum and will not be subject to annual inflationary rises.

Birmingham City Council, already a committed supporter of the BID having made significant financial and practical contributions to its

development phase, currently collects the levy at no cost to the BID in addition to making levy payments on its own premises within the Town Centre.

The combined annual value of this to the Northfield BID term will be £28,160

During the third term of the BID, we will continue to raise other potential sources of additional income to increase its budget and investment in the Town Centre. This will be achieved through from many sources, such as:

- Commercial sponsorships and income generation.
- Potential grant sources
- Voluntary contributions from property developers and from businesses outside the BID area, below the levy threshold or not covered by the BID levy arrangements.

[1] The levy billing for 1st January 2022 to 31st March 2023 will be charged at 1.7%. Inflation will not be applied for this effective period. Any Changes or new assessments entering the rating list after 1st April 2021 will now be included.

The Small Print

- ✓ For the purposes of definition, the term 'Renewal' means the replacement of the existing BID at the end of its current term (31st December 2021) with a new arrangement covering the BID area, subject to the rules and arrangements herein.
- ✓ In developing the rules that will apply, consideration has been given to Business Plan Criteria for BIDs published by British BIDs.
- ✓ The BID process is governed by the 'Local Government Act 2003' and 'The Business Improvement District (England) Regulations 2004'.
- ✓ Northfield Town Centre BID Ltd will publish copies of annual statutory accounts and a copy of its proposed annual financial statements for the forthcoming financial year on its website. These will be provided to Birmingham City Council.

The Detail

- a. The BID Levy is calculated on a daily basis.
- b. The annual BID Levy will be applied to hereditaments (premises) with rateable values of £3,500 and above. An exemption of the BID levy will be applied to private car parks, ATMs, telecommunication masts, advertising hoardings and manufacturing sectors as assessed in the 2017 Local Non-domestic Rating Listing no later than fourteen (14) days prior to 1st April in any given year of the BID's term².
- c. The BID Board may exercise the ability to apply an inflationary increase to the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year. The decision to apply any increases will be decided for 1st April 2023 by the Northfield Town Centre BID Board of Directors at the first scheduled meeting of the calendar year. This approach will be determined for 1st April of

every subsequent year until 1st April 2026. Inflation will not apply for the first billing cycle in January 2022.

- d. There will be no adjustments during the year to reflect changes in individual rateable values due to appeals. Changes in values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following year.
- e. Adjustments will be made for changes in occupation or 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. Any charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end. Where a new assessment is brought into the current Rating List, the BID Levy will apply from the effective date as shown in any subsequent Rating List.
- f. There will be no adjustments during the year to reflect changes in individual rateable values. Changes in values will

be reflected in a corresponding change to the levy collected from the appropriate properties in the following year.

- g. The owners of the Northfield Shopping Centre are supportive of the BID. Retailers within the centre who meet the criteria for BID Levy will be entitled to vote in the BID ballot. Untenanted units and any other common space within the Northfield Shopping Centre which qualifies for a BID Levy will also be entitled to a vote. In this instance, the property owners will nominate their eligible voter to vote in the BID ballot.
- h. No relief is proposed for vacant, untenanted premises. Where, at the time of the ballot there is no current occupational lease, liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.
- i. As in the second term, there will be no other discounts or exemptions. The BID levy will not be affected by the small business rate relief scheme, or any discretionary relief granted.

[2] Once the 2023 Local Non-domestic Rating Listing is available, the Northfield Town Centre BID Board of Directors will determine whether to adopt the new Rating List or decide to remain with the 2017 Local Non-domestic Rating List. This will be assessed no later than fourteen (14) days prior to 1st April in any given year of the BID's term. This decision will be published on the Northfield BID website, and within the next scheduled online and offline BID newsletter.

BID

levy rules

Projected 5-Year Budget (2022-2026)

The proposed budget allocations for services, projects, BID administration and overheads for BID3 are outlined in the budget below. Budgets will be prioritised to reflect progress with initial projects and future priorities based on feedback from businesses and visitors. If the BID is approved, 240+ businesses will each be required to make an annual BID levy payment from January 2022 for a period of five years. Remember, the BID will only invest in additional or complementary services that will not otherwise happen.

Income (ex VAT) (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total (All Years)
BID Levy Income	106,000	106,000	106,000	106,000	106,000	530,000
Projected Income Generated (including Reserves from BID2) ^[1]	20,000	20,000	20,000	20,000	20,000	100,000
Total Income	126,000	126,000	126,000	126,000	126,000	630,000
Expenditure (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total (All Years)
Priorities ^[2]						
Improving	43,662	43,662	43,662	43,662	43,662	218,310
Protecting	19,614	19,614	19,614	19,614	19,614	98,070
Promoting	32,700	32,700	32,700	32,700	32,700	163,500
Supporting	10,400	10,400	10,400	10,400	10,400	52,000
Expenditure (£)	106,376	106,376	106,376	106,376	106,376	531,880
Birmingham City Council Renewal Repayment ^[5]	3,000	3,000	3,000	6,000	0	15,000
Operational Costs ^[3]	10,000	10,000	10,000	10,000	10,000	50,000
Contingency of 5% (levy income) ^[4]	6,624	6,624	6,624	6,624	6,624	33,120
	19,624	19,624	19,624	22,624	16,624	98,120
Total Expenditure (£)	126,000	126,000	126,000	129,000	123,000	630,000

[1] Subject to the finances of the BID in Year 5, any reserves will be carried forward into BID3 Year 1 projected income.

[2] BID Officers' costs have been allocated across the four priorities.

[3] Operating Costs are estimated as less than 10% of total expenditure over the course of the second term. This includes premises, rent, professional, legal fees, and management costs.

[4] Approximately 5% of the levy income will be used as a contingency on expenditure provides for non-payment of billed levy and excessive costs over the course of the third term (as per Industry Guidelines). Historically, Northfield BID has collected over 95% of BID levies owed and this rate has been applied throughout the second term.. The collection rate for Northfield BID is above average for the industry.

[5] It is proposed that no more than £15,000 of the costs of developing this BID proposal would be recovered from levy receipts as full repayment of loan funding which was awarded to develop the business plan.

How will the BID Levy be collected?

- If the vote is approved, ALL businesses that are liable will have to pay the levy.
- The BID levy will be invoiced annually, on a separate bill from business rates to all liable businesses commencing on 1st January 2022 for five years.
- The levy is currently collected **free of charge** by Birmingham City Council and passed to the BID Company under favourable cash flow terms contained within a formal Operating Agreement.

Who will decide and when?

- Each person entitled to vote in the BID ballot shall have one vote in respect of each hereditament (premises) that they occupy or own

that has a rateable value of £3,500 or more in the geographical area of the BID on which non-domestic rates are payable.

- Prior to this, Birmingham City Council will have completed a canvass process to identify a voter list which will be used for the purposes of the ballot.
- The BID will be determined by an independently conducted postal ballot of all eligible businesses. Civica will issue a Notification of Ballot on 7th October 2021 setting out the BID arrangements. A BID ballot paper will then be sent to you prior to the start of the BID Ballot date.
- 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.
- Ballot papers will be dispatched by Thursday, 21st October 2021 and must be completed and returned

by 5pm on Thursday, 18th November 2021. Ballot papers received after 5pm on 18th November 2021 will not be counted.

- In order to be successful at ballot the result will need to meet two independent criteria:
 - First a simple majority of those voting must vote in favour (over 50%).
 - Second, those voting in favour must represent a majority of the aggregate rateable value of those hereditaments that have voted.
- The result of the ballot will be announced on Friday, 19th November 2021.

When will BID3 commence?

- The BID's third term will commence on 1st January 2022 and will end on 31st December 2026.

- Before this end date, the BID Company may choose to seek renewal of the BID for a further period subject to further consultation with businesses and securing a new mandate via a Renewal Ballot.

Can these BID arrangements be altered?


- Any change to the BID boundary or increase to the levy rate would require an Alteration ballot.
- The BID projects, costs, timescales, and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID priorities and objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape, and potential opportunities.

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

 m.greenwood@northfieldbid.com

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:

 www.northfieldbid.com

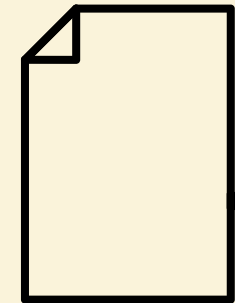
or the dedicated web page

 www.northfieldbid.com/bid3-campaign-2021



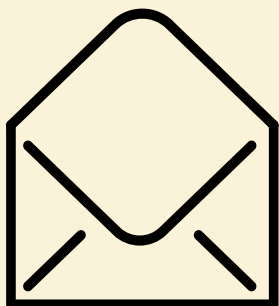
Step 1

Read the Business Plan



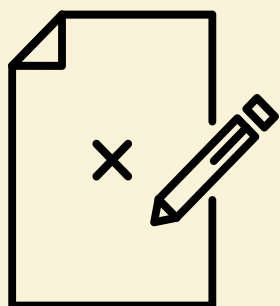
Step 2

You should receive one ballot
paper for each property that
you are eligible to vote for
by post. If you do not, please
email: m.greenwood@northfieldbid.com



Step 3

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



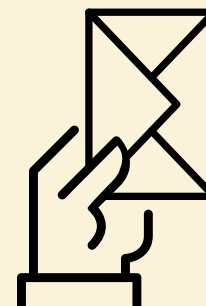
Step 4

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



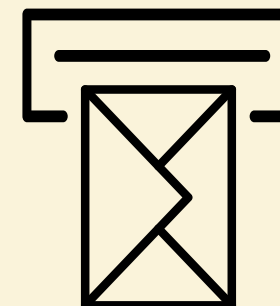
Step 5

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.

Contact us

if you have any queries or questions



Marcia Greenwood
Northfield BID Town Centre Manager



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Andy Clarke
BID Chairman



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