



BID NEWSLETTER

AUTUMN/WINTER
2019

Countdown to Christmas



COMING TOGETHER | KEEPING TOGETHER | WORKING TOGETHER

BID's Mid-Term Review?

The results are in...



Heartflood 

To see the full report, please visit the web page detailed below.

Alternatively, contact Marcia Greenwood to request a hard copy of the report.

 07921 818828

 bid@northfieldbid.com

 www.northfieldbid.com/northfield-bid-public-reports

The Northfield BID Management team cannot believe that we are nearing the end of our third year of our second term as Northfield BID2. How time as flown by!

In Summer 2016, you collectively voted in favour of the BID to continue and renew for its second term. The BID directors and the management team promised that we would work with an independent consultant to review all of the BID's operations to date, so we could see how well (or not so well), we were in delivering the BID2 business plan to 'improve, protect, promote and campaign' for Northfield Town Centre.

With the support of the University of Birmingham Intern working with the BID Management team, we gathered over 90 responses from levy payers, who were asked their views on how they felt the BID2 projects were progressing.

Businesses were asked to give their views on the:

- **Delivery of the business plan**
- **Delivery of annual operation plan**
- **Newsletter content**
- **Responding to previous consultation & survey results**
- **Open Forum (AGM) meeting communication.**

Chris Gregory (Heartflood) was appointed as the independent consultant to analyse the results of the review. The summary findings are displayed in the infographic.

From the information gleaned from the BID documentation and results from the surveys, the findings indicate that since the renewal of Northfield BID, the BID has made progress at a steady rate as compared to other BID's of a similar size and income.

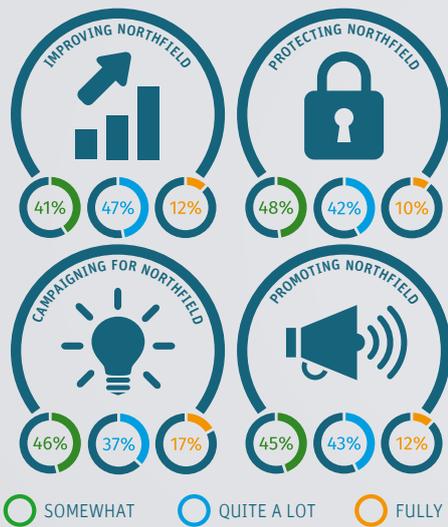
The BID has done remarkably well in:

- **Making the levy payers aware of the BID2 four priorities, ensuring that businesses are aware of the work the BID carries out on behalf of its businesses.**
- **Communicating with levy payers via personal visits, hardcopies of information, rather than the over reliance of online communication and websites.**
- **Working with partners to reduce the incidence of crime.**
- **Looking at new ways to tackle anti-social behaviour.**
- **Working to improve the appearance of vacant units.**
- **Working with other BIDs and Councils, locally and nationwide to tackle bogus collectors.**
- **Working with the BID's radio provider and City Council to provide an inclusive service to assist in reduction and prevention of crime.**
- **Social media promotions and PR campaigns.**
- **Bringing in new Board of Directors and co-opted members to support the BID2 governance and project delivery.**

On behalf of the BID Board of Directors, we would like to thank the businesses that took part in the survey. We have noted the additional comments made by the businesses who have complemented, commented or complained about the services received from the BID and their contractors. We will endeavour to work with the decision makers and those who share our vision in the future of Northfield to ensure that the town centre continues to provide an appealing offer for your business, your staff and your loyal customer base.

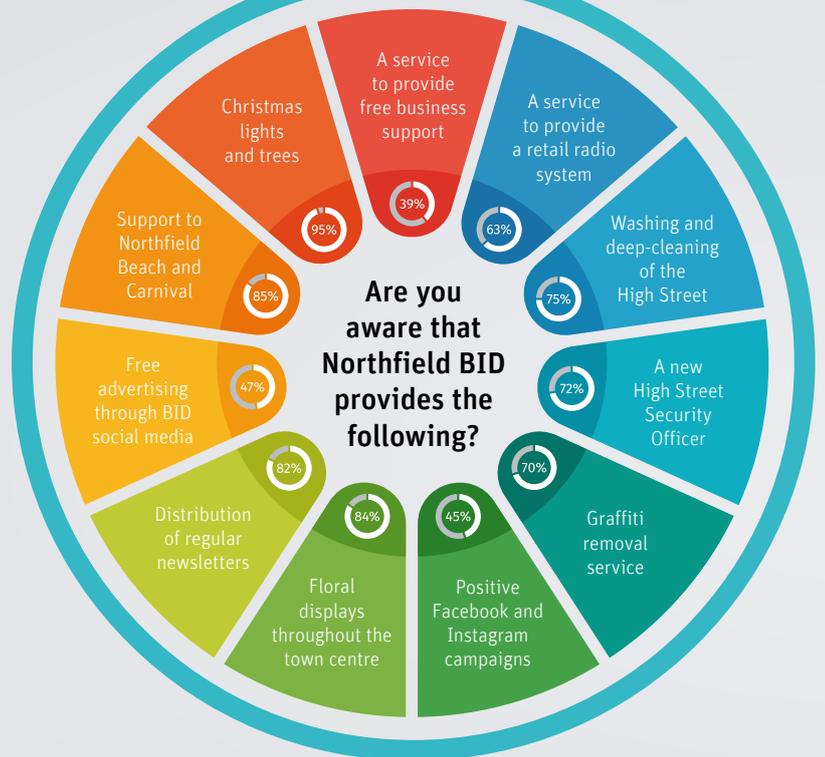
HOW FAR THE BID HAS INFLUENCED THE 4 MAIN PILLARS OF THE CURRENT BUSINESS PLAN?...

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.



HOW FAR DO YOU SUPPORT THE FOLLOWING PLANNED BID PROJECTS?

A total of 87 responses were received to this question and these indicate strong support for planned BID projects. Furthermore, the responses allow for the current priorities to be drawn from the survey data and we would recommend that the BID focus on the following projects over the next 12-months, with the projects being listed in order of priority of importance to BID businesses:

1. Proposals to reduce crime
2. Reductions in anti-social behaviour on public squares
3. Enhancements to vacant units
4. Challenging bogus charity collectors
5. Link retail radios to the CCTV system
6. Additional promotions & PR

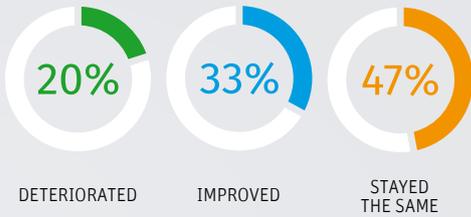
SOMEWHAT
QUITE A LOT
FULLY

21%

Publish

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?

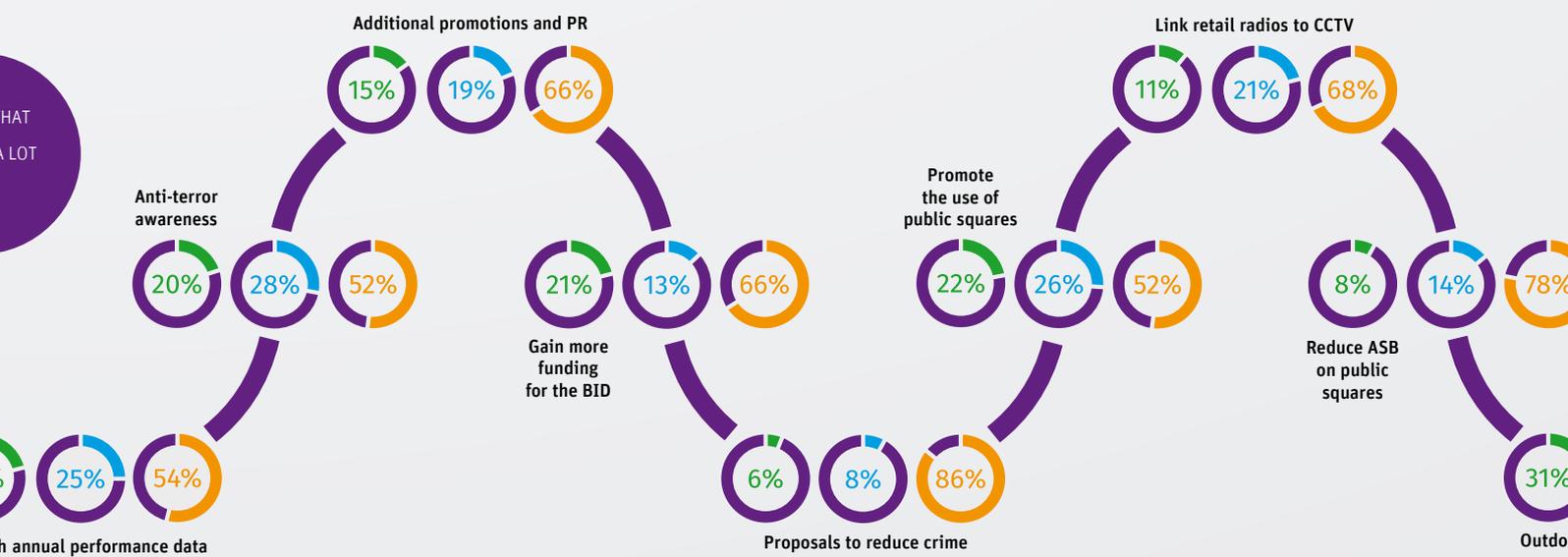
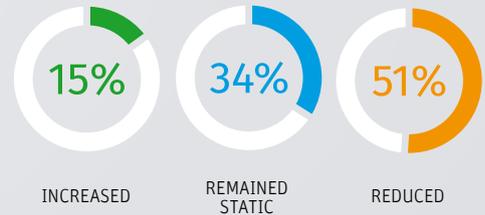


A total of 90 responses were received to this question and these indicate a very reasonable level of satisfaction with Northfield as a place to do business. This is outlined by the above chart, which shows that 80% of respondents consider that business has stayed the same or improved, whilst only 20%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

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

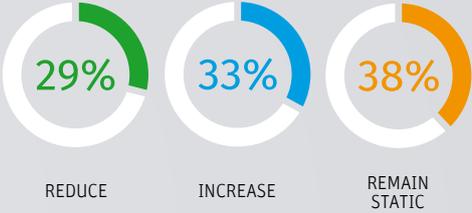
A total of 83 responses were received to this question and these indicate the level of challenges facing Northfield businesses, as outlined by the chart below, which shows that just over 50% of respondents consider that their turnover has reduced, whilst only approximately 16% consider that it has increased.

RECENT BUSINESS PERFORMANCE



EXPECTATIONS OF FUTURE BUSINESS PERFORMANCE

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

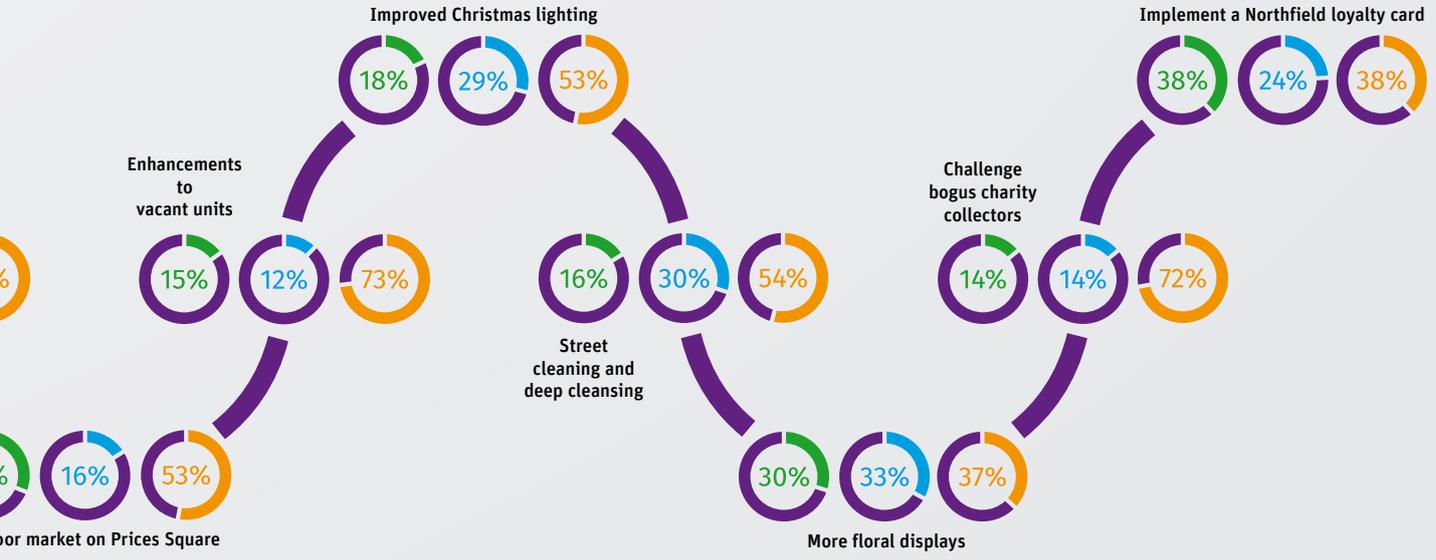
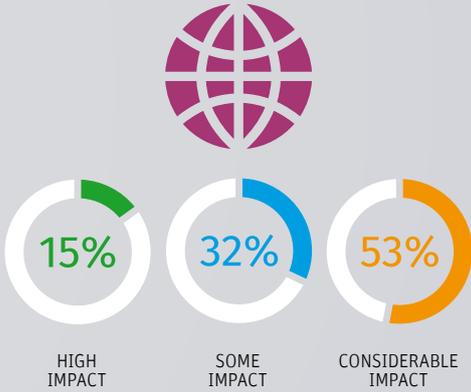


A total of 82 responses were received to this question and these indicate mixed feelings about the next 12 months amongst Northfield businesses, as outlined by the above chart, which shows a relatively even split between those who consider that their turnover will increase, reduce or remain static over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

OVERALL PERCEPTIONS OF THE IMPACT OF THE BID



BID Open Forum meeting

Monday 11th November 2019, 6pm till 7.30pm
Allegro Lounge, Bristol Road South, Northfield.

All Northfield BID Levy Payers welcome!

This provides an opportunity for you to meet your BID directors and the Town Centre Team to raise your issues of concern and any local concerns relating to the services provided by Northfield Town Centre BID Ltd.

Speaker:

Gemma Walsh - Pilot IMS

(Free Training, Skills & Employment for Employees)

Northfield Outdoor Market

We are looking at re introducing a regular outdoor market to take place on Prices Square. We are looking for any of our existing local traders that would like to come and get involved.

We are looking to run market days on the run up to Christmas and are currently looking at Fridays and Saturdays in December.

Should these prove successful, we will look at running a regular market starting early in 2020.

If you would like further information or if you are thinking of joining us, please contact Tony Adams - BID Operations Support Officer:

 **07809 904925**

 **tony.adams
@northfieldbid.com**



Northfield Retail Crime Partnership

WhatsApp Group

After a recent revision of our WhatsApp group, the way we share information and manage data shared, Northfield BID have decided to suspend the group for the foreseeable future.

Don't Panic! We are working on other data sharing platforms that can support us in the future with sharing information for the prevention and detection of crime within the town centre.

Should you have any questions on this matter, please contact Tony Adams - BID Operations Support Officer:

 **07809 904925**

 **tony.adams
@northfieldbid.com**

Funded and part-funded training for employed and self-employed individuals



What's on offer?

- Recognised accredited qualifications and training courses to enhance your own or your employees' skills.
- Training to improve the skills of your workforce to meet the future challenges or skills shortages.
- Support for your staff to gain new skills, improve their current level of knowledge in an occupation, or get them ready for an apprenticeship.
- Training for individual learners to gain new skills to support their career development or a career change, or to improve progression opportunities in their current job role.
- Training can cover a wide range of subjects and will be tailored to you or the specific needs of your business.

- Training is delivered flexibly so that individuals currently in work can access training outside of their working hours.
- ASW offers re-training opportunities to develop new skills and improve earning potential.
- Training is available to all business sectors with a focus on:
 - Construction
 - Digital
 - Business and Professional Services
 - Engineering and Advanced Manufacturing

Expert Advice

Serco delivers the ASW training through a network of high-quality local training providers. An expert skills adviser will talk to you about your

career goals and develop a training programme specific to your needs.

What will it cost?

ASW is funded through the West Midlands Combined Authority (WMCA) Adult Education Budget, which means that training will either be fully funded (no cost) or part-funded (some contribution to course costs required). Please contact us to find out more about funded and part-funded training.

In the West Midlands Combined Authority area Serco's delivery of AEB funded training focuses on Birmingham, Coventry, Dudley and Sandwell.

Find out more



www.serco-asw.com

Did you know?... B31 Voices has a FREE jobs page!

B31 Voices is a local organisation connecting communities across south west Birmingham online.

The service is accessed by thousands every day as a trusted source of information.

Supporting local

B31 Voices has supported many local businesses – large and small – over the years, and in late 2016 decided to launch a dedicated jobs page to help link employers with local jobseekers.

Listing your vacancies

The free jobs listing service is easy to use – you fill in a simple online form and B31 Voices set up the post and share it to tens of thousands on social media.

They're always on hand to help if you need support!

Success

Since 2016, the B31 Voices jobs page has helped to fill hundreds of vacant positions across the south western corner of the city – including at Northfield BID and high street businesses.

As well as reaching thousands of potential employees online, Northfield Jobcentre Plus refer jobseekers to the page.

Don't just take our word for it!

People Manager at Morrisons Rubery Karen Hancocks: *"Recruitment in our Region used to be so difficult trying to reach our local community, however since we met B31 Voices they place our vacancies so efficiently."*

"In the last year alone we have had over 80 positions filled in store including our management vacancies with circa 1000 applications from local people. We didn't have to advertise anywhere else as B31 Voices did it all for us, not only helping us but our local community too!"

The Rose & Crown Hotel: *"Thanks to B31 Voices Jobs, we've been able to fill a vacancy. A great way of finding good quality, local staff."*

Cllr Brett O'Reilly (Longbridge & West Heath): *"B31 Voices Jobs is a real asset to the local area, putting local people in touch with employees and supporting employment in our community."*

A Northfield employer: *"A very good number of applications for the post and a good quality of applicant."*

Did we mention it's FREE?!

At present, the service is run by volunteers and remains free to use, although it may become chargeable in the future.

Our Numbers



Visit us to list your jobs



www.bvoices.uk/jobs

Interested in advertising on B31 Voices? Drop them an email



hello@b31.org.uk

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

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

 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/

 www.instagram.com/northfield_bid

Check out the BID website

 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

 **Tony Adams**
BID Operations Support Officer

 07809 904925

 tony.adams@northfieldbid.com

High Street Security Officer job post

We are in the process of recruiting for a new High Street Security Officer for the BID area. Once we have been through the selection process, we will inform you of the person's contact details as soon as practically possible.

Follow us online & on social media

 www.facebook.com/NorthfieldBID

 northfield_bid

 www.northfieldbid.com

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Movers and shakers

Welcome 😊

Dadawa Barbers -
879 Bristol Road South, Northfield

Central Auto Repairs -
947 Bristol Road South, Northfield

Playland Amusements -
756 Bristol Road South, Northfield

American Slice Pizza -
828 Bristol Road South, Northfield

Goodbye 😞

Gemini Jewellers -
879 Bristol Road South, Northfield

KFC -
813 Bristol Road South, Northfield

Question Mark Shop -
735 Bristol Road South, Northfield

Birmingham Seed Bank -
897 Bristol Road South, Northfield

Thomas Cook - 5 Church Road

Birmingham Motor Company -
947 Bristol Road South, Northfield