



Countdown to Christmas

BID NEWSLETTER
AUTUMN/WINTER
2018



COMING TOGETHER | KEEPING TOGETHER | WORKING TOGETHER

How **Social Media**
can double
your business' **income**
in **6 months...**



TURN THE PAGE TO FIND OUT MORE ►



So, you've spent months, years of time and thousands of £'s to get your business up and running. Then the time comes for you to open your doors and welcome your customers and you begin to realise... The hard work doesn't stop there.

Keeping a steady stream of customers and clients coming into your business is one of the biggest struggles that business owners face today. Many will resort to expensive advertising campaigns or outdated publicity methods but there is an alternative that is cheaper and more effective than any other marketing method out there today. Its SOCIAL MEDIA!

I began collaborating with Northfield BID team in August to help streamline the BID's website, social media and feedback collection.

While doing this, I noticed that so many businesses within the Northfield BID area are missing out on a lot of potential income because they have not made full use of their Facebook, Instagram or even Google accounts.

So together with the Northfield BID, I've put together a few quick and easy steps you can take to begin utilising social

media and bring your business more customers.

1. Create a Facebook and Instagram Page

This might seem obvious, but it is often overlooked by many businesses. Creating a page is simple and can be done in under 5 minutes from your phone or laptop.

Having a page on social media is the modern-day equivalent of having your business listed in the Yellow Pages, and the best part is that it is completely free.

2. Invite your Friends and Family

A lot of business owners become great friends with their customers and develop a trusting relationship.

If you have any friends or family on your personal Facebook page, invite them to like your business page.

Each person that 'likes' your business on social media is then free to advertise to in all future posts that you upload.

3. Find more customers!

Direct customers who come into your store towards your social media, give them an incentive to do so. Even if it is a small discount or a gift, this kind gesture can have a lasting impact on your customer and it allows you to stay in touch with them through your social media accounts.

Another way to find customers is visiting Facebook Groups in your local area and running a small offer or giveaway exclusively for those groups. Simply use the Facebook search bar to search for 'Northfield' and click on the groups tab.

4. Have a clean, functional website.

The way I like to see it is that your social media is a direct link between you and your customers.

It allows you to post regular updates, message them directly, promote offers and share exciting news. Your website is the online CV for your business and it can often be the difference between gaining a customer or losing one.



Agency Offer

My agency is running a great offer where we build entire websites from scratch with a professional photoshoot included from only £500.

To get a personalised quote or for advice on how to make your own website you can email me using the contact information detailed at the end of this article.

A real-life example of how Social Media Marketing can transform your business

My agency began working with James Dahl Indian restaurant in Birmingham this Summer. We were given a £200 advertising budget and ran a targeted marketing campaign throughout August.

As a result of this campaign over £3000 worth of reservations came in within the space of three weeks.

Analysis of the advert shows that it cost only £2.35 to reach 1000 people, this kind of value is impossible to achieve through any other form of marketing.

The campaign went so well that we were put in charge of all social media, website design, PR and branding for the launch of www.BlancNRI.co.uk

“Saved Media put our marketing campaign and website together and were always mindful of our requests, likes and dislikes... nothing seemed to be too much trouble. They are an extremely competent and professional company who steer you through to the best outcome at a very reasonable price and on time.”

Husban – James Dahl Indian



If you'd like to learn more about how to make the most of Social Media or would like some help with developing your own website, we specialise in helping small businesses get off their feet and compete with larger companies for a fraction of the cost.

Visit our website to schedule a free consultation or you can call me directly for a quick chat.

Sohaib Saiyed
CEO and Founder of
Saved Media

-  www.savedmedia.co.uk
-  07477 955981
-  sohaib@savedmedia.co.uk

Update from Tony Adams - Town Centre Operations

New Christmas lights for 2018

The way we buy in Christmas lights has changed this year. This is because Birmingham City Council no longer have the team that would normally manage and co-ordinate the Christmas lights installation.

The BID has worked hard to strike up a deal with suppliers of new illuminations and worked through the 'red tape' for installation on the public infrastructure. We have now concluded negotiations and signed a 3-year deal with LITE Ltd

for the supply 51 lamp column decorations and Christmas tree decorations.

We have managed to make cost savings on the overall scheme, whilst providing Northfield BID with some quality illuminations in the process. We hope you like them?

However, this year the BID Board took a difficult decision to only provide two decorated Christmas trees for the whole

of the Town Centre. The reason being the third tree at the United Carpets/Just for Pets site had been vandalised for two years in a row.

As the BID has had to invest in new Christmas lights, the Board wanted to test the durability of the new Christmas tree lights on the other two trees before further investments were made. This will be reviewed with the BID Board and the supplier early next year when planning for Christmas 2019.

Northfield Town Centre in bloom

Our floral displays have been excellent this year. This is down to our new suppliers who are Singletons Nurseries, who have given us better value for money for providing the florals for the floor planters.

Our previous suppliers; Birmingham City Council, wanted to increase the cost to supply the florals to Northfield BID by 60% for the 2018 season.



Floor planter advertising opportunity

The BID would like to offer our businesses the opportunity to advertise on one of the 43 planters that are situated around the town centre.

Each planter has space for one A4 advertisement (approximate size) on each side of the planter. The revenue gained from the advertisement will go towards the upkeep of our floral displays.

This would be an effective low cost means of advertising around the town

centre, with setup starting from £12 per side and from £0.75p per week per side. You can choose how long you want to keep the advert running for!



If you would like to know more about this promotional opportunity for your business, then please contact Tony Adams.

 07809 904925

 tony.adams
@northfieldbid.com

Our Town Centre - tackling graffiti

In our last newsletter, we announced that we fortunately only had 'three' remaining tags to be cleaned off around the Town Centre...

well, we think that we 'jinxed' that one! Overnight on the 19th July 2018, we

saw Northfield Town Centre being hit with a barrage of graffiti, with over 35 businesses being affected, along with a mass of tagging on the street furniture.

We rose to the challenge, and removed over 80 tags (free of charge) within the

space of 11 days, which was well within the target of 14 days.

Tony Adams
BID Operations Support Officer



A welcome message from the new Northfield

My name is Mark Graham and I'm your newly appointed BID High Street Security Officer for Northfield Town Centre.

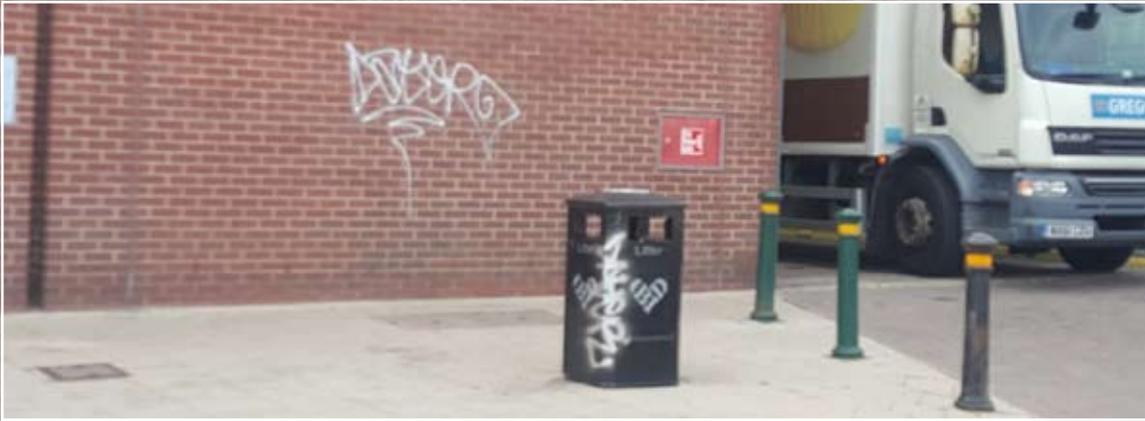
I've been working in the security industry for over 20 years, working in different sectors as a security officer on static sites, working in retail outlets as well as a plain clothed store detective. I've worked in the NHS hospitals, mental health units as well as shopping

centres. I also work as a head doorman in the entertainment sector. I've worked as a prison officer dealing with many different environments and had training in many different scenarios.

I'm an outgoing person and easy to talk to. I listen to what people want and endeavour to deliver. I take pride in my work and try to deliver the best service I can. I treat people the way I would like to be treated.

Outside of work, I train in kickboxing (30 years). I'm a 5th dan black belt and many times British, European and World Champion. I also teach self defence to females and in schools (anti-bullying campaigns), referee and teach new kickboxing referees worldwide.

Away from kickboxing, I'm also a qualified football referee to which I referee open age football and the over 35's.



Town Centre High Street Security Officer

Being part of Northfield BID is an exciting chance for me to share my experiences and strengths with others who are working to ensure that Northfield is a safe and friendly place to visit for all ages.

I'm looking forward to working with the Northfield BID businesses that we have onboard as well as engaging with the local community to ensure their views and needs are met.

Working together we can make Northfield a safe and happy place to visit.



If you see me out and about, please introduce yourself. Otherwise, please contact me.



07597 376428



mark.graham@northfieldbid.com

The results are in...

your thoughts about Northfield Beach!

When talking with other BIDs, the BID teams often ask themselves the question as to whether the events they host within BID area 'actually' helps increase footfall and spend for BID based businesses OR do the events only attract visitors to 'that' particular area of town for a specific period of time, providing very little change for business trade?

As Northfield Beach is partially funded through BID levy contributions, this provided an ideal opportunity to survey as many BID businesses as possible as to their thoughts on the event and the BID's financial contribution (approximately £15,434) to the final cost of hosting the event.

Without any past surveys to rely on and only anecdotal hearsay (from a number of businesses), the question had to be asked;

“Did the events hosted by the BID and other partners drive more customers through the doors of businesses, thus providing more income generation opportunities?”

Businesses were surveyed using a different variety of methods such as Facebook Messenger, direct mailing and personal visits that took place from mid-August through to mid-September 2018.

Businesses were asked as to whether they thought the Northfield Beach event:

- **'actually' increased footfall for their business;**
- **'actually' increased income/spend for their business;**
- **promoted 'Northfield Town Centre' in a positive light; and**
- **whether the BID should continue to contribute towards the total cost of hosting the event.**

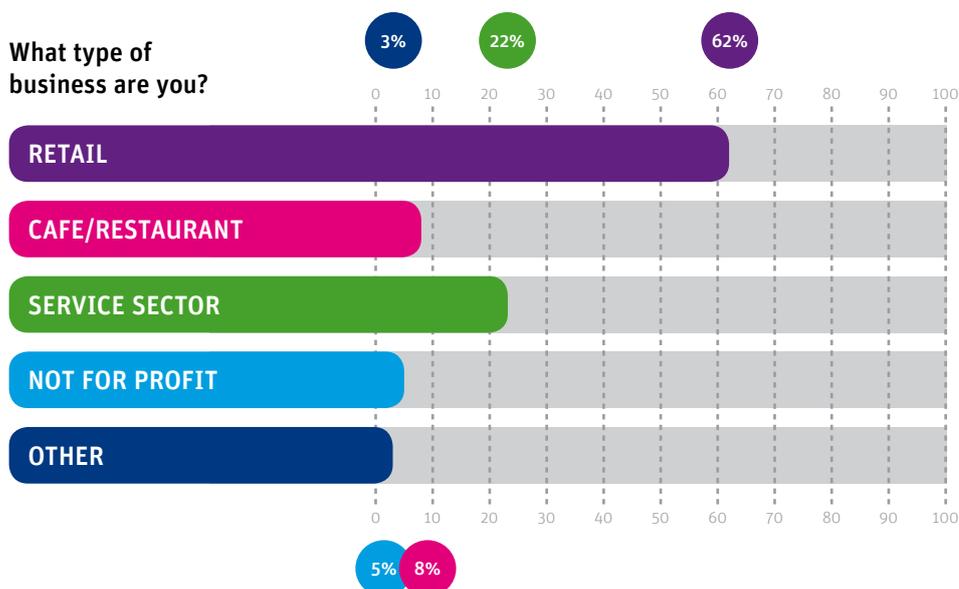
A total 87 responses were received from business owners, managers and staff members. See graphic summary of the survey results and responses.



Did you experience a rise in footfall (than usual) during the event?

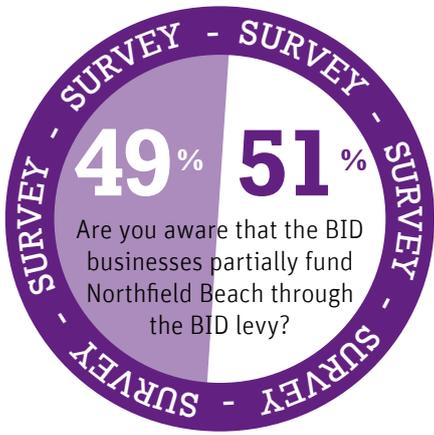


What type of business are you?

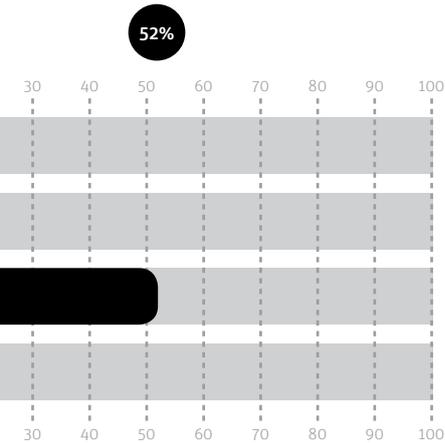
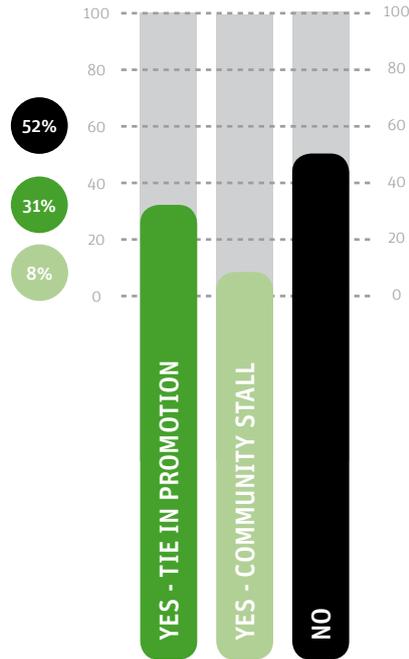


Constructive Comments

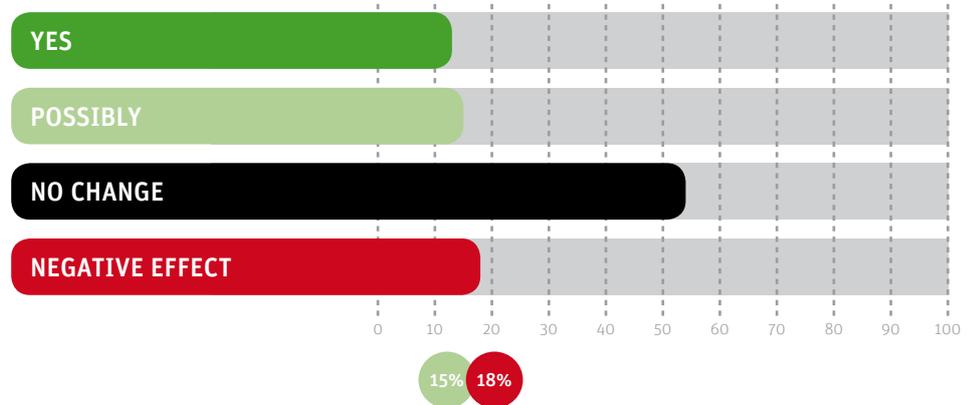
- Not Aware of Northfield Beach = **4%**
- No benefit to business = **10%**
- Different location = **4%**
- Different event (such as Crafts Fair) = **17%**
- Investment on other BID projects = **2%**
- Good for families = **11%**
- Poor publicity = **1%**
- Alternative method considered to increase footfall = **1%**
- Costs too much for what it is = **1%**
- Keep as an open space = **2%**
- More business participation (such as window displays/competitions) = **2%**



Would you have any interest in participating in Northfield Beach in future years?



Did you experience a rise in income (than usual) during the event?



Looking at the survey results, the 'jury' is definitely 'out' on whether BID businesses felt that Northfield Beach actually made any substantial impact on their businesses in terms any difference to footfall, spend or the promotion of Northfield.

However, having events such as Northfield Beach and other seasonal family events should help increase opportunities for businesses to engage with existing customers and new visitors to Northfield.

One of the businesses that participated in Northfield Beach was CeX Northfield. Carl Brown from CeX Northfield said;

"We've participated with Northfield Beach for the last two years and have really enjoyed being part of it. It's a great event for us to grow exposure to our brand and has had a positive impact on the store and the high street as a whole. A much-welcomed event that I hope continues into the future"

So, by businesses getting involved in a BID hosted event for example holding a 'fringe' activity on the business premises, dressing shop windows, creating interesting trails for customers and visitors to follow, having a stall at the next community event or just handing out leaflets with promotional offers to be used post-event – all these ideas could help with footfall and spend for BID businesses, giving potential new customers to Northfield a chance to visit the Town Centre and enjoy what Northfield has to offer once the event has finished for another year!

Are you taking part in Small Business Saturday?

Saturday 1st December 2018

The Small Business Saturday campaign supports, inspires and promotes small businesses, on the first Saturday in December each year, and beyond.

The campaign encourages businesses to promote themselves and work with other small businesses, and customers to 'shop local' and support small, independent businesses in their communities.

These events have been taking place on the first Saturday of December since 2014. This year, the event is being held on 1 December.

The Small Business Saturday UK initiative has attracted the support of leading business organisations such as the Federation of Small Businesses, Association of City and Town Management and the Association of Convenience Stores.

It has wide support from all political parties and larger business enterprises. If you would like your business to be part of this initiative, register your details on their website, and they will promote you with their 'small business finder'.

Their portal will help to promote your small business, both before, during and after Small Business Saturday.



For further details, please visit

 www.smallbusinessaturdayuk.com/my-small-business

For information about Small Business Saturday, please visit

 www.smallbusinessaturdayuk.com/index.aspx

 @SmallBizSatUK

 @SmallBusinessSaturdayUK

 @SmallBizSatUK

 www.smallbusinessaturdayuk.com

Have you been thinking about your health and fitness?

Here at Northfield Leisure Centre we are offering brand new facilities in a friendly welcoming environment and with friendly staff to help you get started.

Membership here gives you access to our brand new...

- State-of-the-art gym and studio
- 25-metre pool plus a teaching pool
- Modern changing facilities
- Extensive class timetable including Yoga and BODYPUMP™

Memberships vary in price ranging from £13.00 - £35.50 per month.

We offer a great discount for members of Northfield BID!

Discounted Memberships prices:

1 month rolling term:

Gym, Swim & Classes: £28.40 per month

Gym & Classes:

£25.60 per month

Swim only:

£20.80 per month

1 month rolling term memberships are low commitment and can be cancelled anytime with 30 days notice.

£20 joining fee applies to all new direct debit memberships.

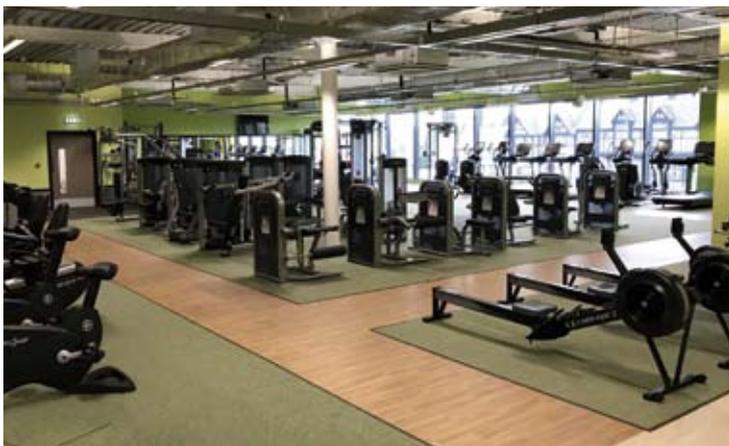
For more info come and visit us at the brand-new centre, or contact Tino Freeth, Membership Advisor, Northfield Leisure Centre

 0121 728 6870

 tino.freeth@serco.com

 www.birminghamleisure.com

 www.facebook.com/northfieldlc



Refill Birmingham

Ecobirmingham (formerly Northfield Eco-Centre) is looking to engage with as many businesses as possible to either sign up as Refill Stations or engage their staff to take part in using the Refill scheme across Birmingham.

Background

Refill is a national campaign set up by City to Sea. It aims to get as many water refill stations available as possible and identifiable on the Refill App so people can reduce the use of plastic bottles by refilling reusable bottles instead.

Further information is available online:



www.refill.org.uk/

Ecobirmingham is the Local Champion for the campaign. We are a charity looking to work with a number of key partners on Refill Birmingham which we hope will effect systemic change in the city.

It should reduce the use of a large quantity of single use plastic bottles

and improve the lives of many of the city's citizens, engage businesses and residents in the green agenda as well as preparing the city for the commonwealth games 2022 to be as green and plastic free as possible.

So far, we have Friends of The Earth, Birmingham Food Council, Refill Campaign nationally, Green Games Network, Plastic Free Kings Heath and Moseley, Severn Trent Water and Birmingham City Council interested after just two weeks of looking into the idea. We've also engaged with the Veolia and will be looking to engage Suez and Biffa as well as yourselves, the chamber of commerce, Media Partners, MPs, Councillors, WMCA, Cycling UK and universities.

Timeline

Being such a sizeable city and with the task of engaging businesses and citizens we have a large task on our

hands but the outcomes are really important and timely. We feel our main costs/needs will be feet on the ground, volunteer management, marketing and communications.

Over the Winter 18/19 we will be looking for funding and support, building networks and partners and signing up a critical mass of businesses and refill stations on the Refill App as well as exploring ways to increase the number of public fountains in the city.

March/April we will work more closely with Severn Trent and other partners to deliver some Action Days across the city to engage more organisations, volunteers and people to use the app as well as focusing on PR to raise the profile of the campaign.

Campaign 2019

Can You Get Involved?

We are looking for ways that partners can support the project over the coming years either through access to networks, publicity, leverage, advice, volunteer time and funds. The three important ways to get involved are to: Download the app, Carry a reusable bottle and Spread the Word.

- 1) As a business or organisation you can commit to being a refill station by signing up on the Refill App.

Let us know you are on board by emailing refill@ecobirmingham.com or tweeting us and we can get a sticker to you to put on the door/window of your premises.

Spread the word on social media. We're on Twitter so follow and tag [@refillbrum](https://twitter.com/refillbrum) and [@ecobirmingham](https://twitter.com/ecobirmingham) using the hashtag [#refillbirmingham](https://twitter.com/hashtag/refillbirmingham)

- 2) As an individual you can start using a reusable bottle yourself and sign up to the app to find out where to refill and track the impact you are making each time you refill.
- 3) You can spread the word, run an event at your workplace or in your community. Let us know what you are up to by emailing refill@ecobirmingham.com
- 4) Volunteer in one of our Action Days in Spring 2019. If you are able to volunteer let us know by emailing refill@ecobirmingham.com

5) Spread the word on social media. We're on Twitter so follow and tag [@ecobirmingham](https://twitter.com/ecobirmingham) using the hashtag [#refillbirmingham](https://twitter.com/hashtag/refillbirmingham)

- 6) As a partner organisation you could donate staff or volunteer support, financial support or maybe you can help us to promote the campaign, use your networks and supply chains to effect change or help us gain publicity.

Get in touch if you want to help via refill@ecobirmingham.com. We look forward to working with you on this really positive and timely campaign to help reduce plastic waste, improve health and well-being and get us in shape for the Commonwealth Games in 2022.

Michael

Michael Addison
Director - [ecobirmingham](https://www.ecobirmingham.com)



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.twitter.com/northfieldBID

 www.twitter.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

 **Mark Graham**
BID High Street Security Officer

 07597 376428

 mark.graham@northfieldbid.com

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 northfield_bid

 www.northfieldbid.com

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c/o Northfield Baptist Church,
789 Bristol Road South, Northfield, Birmingham B31 2NQ
www.northfieldbid.com
Registered in England: 7889072
Registered as VAT number: 130 9752 18
Registered Office:
693 Bristol Road South, Northfield, Birmingham B31 2JT

Designed and printed by www.printuk.tel

Movers and shakers in Northfield

Welcome 😊

Dominos Pizza,
859 Bristol Road South, Northfield, Birmingham B31 2NS

The Bargain Centre,
Prices Square, 747 Bristol Road South, Northfield, Birmingham B31 2NG

Royville,
807 Bristol Road South, Northfield, Birmingham B31 2NQ

Goodbye 😞

Sally's Hair & Beauty,
Unit 57 Northfield Shopping Centre, Bristol Road South,
Northfield, Birmingham B31 2JU