



BID NEWSLETTER

AUTUMN/WINTER
2020

Countdown to Christmas



COMING TOGETHER | KEEPING TOGETHER | WORKING TOGETHER

Our pledge to you!



Our pledge to you as a BID levy payer, is for the BID team and directors working on behalf of Northfield BID to provide continued support for you and your businesses and to improve the trading environment and viability of Northfield Town Centre.

We acknowledged and understand this has been an extremely difficult and challenging year for all business sectors – especially hospitality, retail, and leisure sectors as 2020 continues.

We have all had to change and adapt the way we operate our businesses and deal with our customers to accommodate the ongoing issues this year has subjected us too, with the BID as an organisation being no different. The BID team have had to look at different ways to adjust, especially the way we now promote and facilitate Northfield Town Centre.

We have been working with key partners such as Birmingham City Council, West Midlands Police, and other key stakeholders such as your local councillors, the MP, and the BID directors. More recently, with the Government's 'Reopening High Streets Fund', the BID has been working with Birmingham City Council and their procured marketing agencies on initiatives such as **#NorthfieldIsOpenForBusiness** and **#BirminghamIsBack** campaigns, to celebrate Northfield Town Centre's independent sector.

Furthermore, there will be further promotions relating to COVID safety, recovery, and transformation related messages, to promote Northfield, wider than its target audience. These marketing

and communication initiatives sponsored by the Government will be seen until Spring 2021.

As a business owner myself on Northfield high street, I am fully aware of the issues and financial difficulties this year has brought with it (with my own business closed for a third of the year) and the uncertain times ahead, however, with the continued support and hard work of the BID team and its Directors, our businesses stand a better chance of recovery moving forward into 2021 with the hope of returning to some sort of normality.

I would like to take this opportunity to wish you all a Happy Christmas and 'fingers crossed' a prosperous New Year for you and your businesses.

Kind Regards

A handwritten signature in purple ink that reads "Andy Clarke".

Andy Clarke
Chairman - Northfield BID

#ShopLocalShopNorthfield



We have been using the hashtag **#ShopLocalShopNorthfield** on all the BID's Facebook and Instagram social media channels, to capitalise upon more local customers, shopping locally in Northfield Town Centre, since the first lockdown.

For the foreseeable future, we will continue to promote your business to your B2C customers on the BID's 'Visit Northfield' Facebook page. In addition, we will continue to talk to you about activities of interest to grow your business interest and share best practice with you on the Northfield BID Facebook page.

Also, please contact us at our contact details should you find your business operating differently than normal, so we can let your customers know about changes to your services, for example, click and collect, home deliveries, take-away services, and so on!

Finally, please could you start to tag **#ShopLocalShopNorthfield** into any of your social media or online promotions. Thank you for your cooperation.

BID Services throughout lockdown 1 and 2

Ever since the announcement of the first lockdown on 23rd March 2020, where your customers were ordered to stay at home, gatherings of more than two people were banned, and all non-essential retail was forced to close, Northfield BID continued to operate a service to the Northfield BID area.

In producing a BID service during these challenging times, the BID team have achieved the following:

- ✓ 'Safe & Secure' high street security foot patrols, checking on the security of business premises forced to close, and reporting any incidences of concerns to Birmingham City Council (fly tipping) and insecure business premises to West Midlands Police.
- ✓ Provided business support and advice to businesses to access business support grants, making applications on business owner's behalf and chasing overdue payments with Birmingham City Council.
- ✓ Interpreting, translating, and informing businesses of current Government legislation and regulations that could affect the operations of businesses.
- ✓ Setting up a COVID-19 WhatsApp Group to easily disseminate information and updates to business owners.
- ✓ Produced a 'Northfield BID Recovery Plan' – exploration of the phases the BID will be travelling through over the next 12 months (from crisis, pre-recovery, recovery, and transformation).
- ✓ 'Your Business Plan Recovery Plan' – a guide to assist businesses reopen after the first lockdown and business growth.

- ✓ Working in collaboration with the West Midlands LEP and ShopAppy.com to look at new ways to adapt and innovate local businesses during the national restrictions.
- ✓ Continued high street security patrols.
- ✓ Continued caretaking service, where to date:
 - 124 trolleys have been returned to their original stores.
 - 218 pieces of fly posters have been removed from street furniture.
 - 61 pieces of graffiti have been removed from business premises.



- 88 sacks of litter have been collected from no-man's land areas of Northfield Town Centre.
- 64 caretaking issues dealt and reported to statutory key stakeholders, such as:

- Abandoned vehicles
- Anti-social behaviour
- Street Cleansing
- Property Services
- Waste Management
- Environmental Health
- Street trading
- 750 kg fly tipped items removed to Lifford Lane Depot, found in public and private areas of the town centre.
- Christmas Trees – Tays Corner, Isaac Travellers Rest Junction and Black Horse junction.
- Christmas lamp column decorations.
- Annual jet wash.



- Seasonal planning.
- Multi-agency approach to tackle the incidence of street drinkers on Northfield Town Centre.
- Successful campaign for more policing resources leading up to Christmas 2020.

Northfield Business Improvement District (BID) Altered COVID-19 SEN

1st April 2020 – 31st March 2021

- Tackling incidence of business crime and shop theft.



- Initiatives to reduce the incidence of bogus and illegal street trading.
- Highways inspections.
- Continuous lobbying of national and local government to provide additional business support for business sectors, such as hospitality.
- COVID-19 highway restrictions consultation in conjunction with Birmingham City Council.

We have tried to keep the delivery of the BID project delivery as normal as possible during these uncertain times. In saying that, we hope to deliver as many of the BID projects identified within the business plan as the BID enters into Year 5.

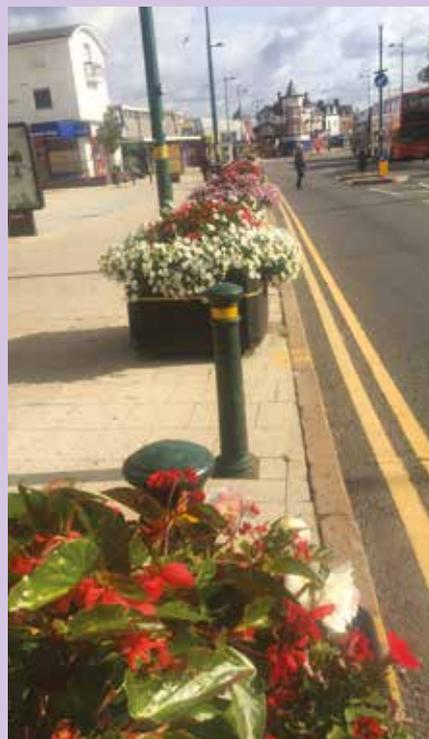
These are just some of the projects the BID team have been involved in. We could not fulfil the majority of the projects without your continued support of Northfield BID and the services the BID Company provides on your behalf.

The anticipated BID budget from 1st April 2020 till 31st March 2021 was to be £116,135. However, with the start of the pandemic, the anticipated BID budget to be collected is now being estimated at £87,101

Since 1st April, the BID has continued to concentrate on the following projects:

Improving Northfield:

- BID Caretaking & Maintenance Projects.
- Cleaning the High street.
- Town Centre Aesthetics – floral displays.
- Town Centre Operation Projects.
- Challenging illegal street traders and bogus charity collectors.



Protecting Northfield:

- Retail Radio scheme continuation.
- Multi-agency approach to reducing anti-social behaviour on Tays Corner and Prices Square.
- Contracted High Street Security Patrols by SIA Door Supervisor experienced in dealing with issues relating to town centre security.

Promoting Northfield:

- Celebrating Christmas.
- BID Website & Social Media Promotion.
- Additional promotions and PR for Northfield businesses.
- Exploring new ideas to drive footfall within the Town Centre, in partnership with Maynineteen (place marketing).

Campaigning for Northfield:

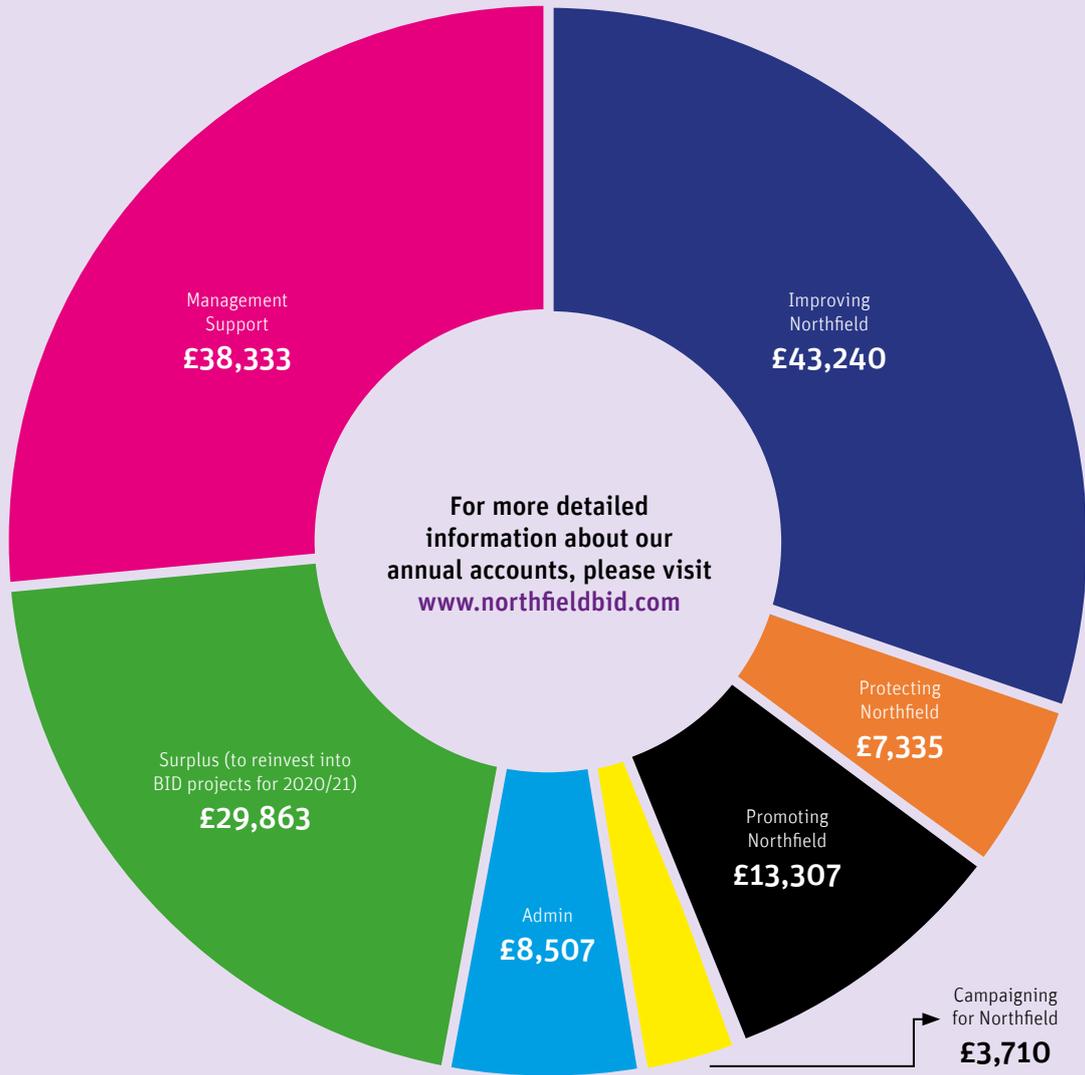
- Virtual Business Training opportunities.
- Business Support.
- Federation of Small Business Membership.
- Influencing Key Decision Making.
- BID Town Centre Manager, Operations Support Officer and contracted High Street Security Officer.

Further details about the projects for BID2 can be found on:



www.northfieldbid.com

BID Levy £129,375	Other commercial income £14,920
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INCOME

- 89% BID Levy
- 11% Other commercial income
- 21% Surplus

EXPENDITURE

- 30% Operations support services, Jet Washing, Graffiti removal, weed spraying, seasonal florals
- 5% Town centre patrols, retail radio scheme
- 9% Contributions to Northfield Beach, marketing and promoting Northfield, Christmas decorations
- 3% Newsletters, business support, subscriptions to town centre management organisations
- 6% Rent, insurance and general expenses to comply with Companies House and HMRC
- 26% Town Centre strategic support for the BID Board

Total BID Expenditure 1st April 2019 - 31st March 2020 = £144,295



Social Media - 'free advertising'

The BID manages 2 Facebook pages 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 Events 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.



Christmas & New Year message on behalf of the Northfield BID Board of Directors, and the BID team

This Christmas season, is unlike any other! Throughout the season and as we move into a new (and hopefully better) year, we wish you moments of peace amid difficulties, connections with family and friends (even though they can't be in person), the warmth of memories from Christmas's past, and the hope of glimpses of joy as we enter 2021.

Merry Christmas & Happy New Year!

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.

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Business to Business:

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Business to Consumer:

 www.facebook.com/VisitNorthfield

 www.instagram.com/northfield_bid

 www.northfieldbid.com

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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