



BID Newsletter

Summer 2022

Improving, Protecting, Promoting
& Supporting Northfield Town Centre



Victoria Common Welcomes the Queen's Baton Relay

The Queen's Baton Relay arrived in Victoria Common as part of the tour of the UK the day before the Birmingham Commonwealth Games (27th July 2022).

The four Baton bearers proudly carried the baton through Victoria Common, to recommence its journey to other areas in South Birmingham.



Introducing Tracy Prior

the new Chairperson of Northfield BID



As we start our third BID term, there have been some changes on the BID board, firstly after ten years, Andy Clarke stepped down from the role of chairman of the BID. Andy will remain an active member of the BID board and his knowledge and experience will be invaluable for the

continued success of Northfield. On behalf of the BID Board and the Town Centre Management team, I would like to give a massive thank you to Andy who has successfully led the Northfield BID through its third ballot.

Following the local council elections, we have also lost councillors Olly Armstrong (Northfield Ward) and Eddie Freeman (Allens Cross Ward), however, we have two new stakeholder councillors on the board, Kirsten Kurt-Elli for Northfield ward and Jack Deakin for Allens Cross ward. We look forward to their input and support for the businesses within the Northfield BID.

So, let me introduce myself as the new chair of Northfield BID. I have worked for McDonald's in a variety of roles over the past 26 years, including the role of Business Manager at the Northfield restaurant. My current position is Business Analyst, looking after the financial

results of 12 sites, with my office based at the Northfield restaurant. I am also a local resident, with Northfield High Street my closest shopping centre.

I am passionate about the success of the high street and am proud of the work completed by the BID and the Town Centre Management team to Improve, Protect and Promote Northfield. Like many of you, the cost-of-living crisis immediately following COVID is a massive concern and I know the team will continue to support all BID levy payers through guidance and advice and raising issues with local decision-makers to work towards resolutions.

Our local MP Gary Sambrook has committed to securing a large investment from the Levelling Up funds for Northfield High Street, with members of the BID board sitting on this group to ensure that the funds do result in a benefit to Northfield

High Street and businesses.

We have had some exciting events that have happened in Northfield. We welcomed the Queen's Baton Relay on the 27th of July in Victoria Common ahead of the launch of the Commonwealth games, and we also saw the return of Northfield Beach. However, due to the success of the event, the event was held on Victoria Common to maximise space.

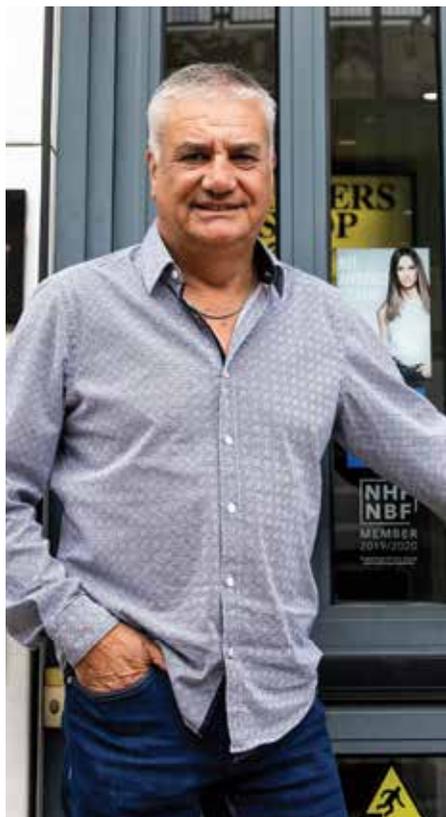
We have also committed to celebrating the Independent Businesses, over 54% that makeup part of our unique shopping centre experience. This event will now be taking place in Spring 2023. More details will be announced in our next BID newsletter.

Here's to a great and successful summer!

Tracy Prior
BID Chairperson

Andy Clarke

stepping down from BID Chair



I have decided that after 10 years of leading the BID through three successful BID ballots, for the start of the BID's third term, I will be stepping down as the BID Chairman, and handing over the reins to Tracy Prior, as the new BID Chairperson.

I feel that this is the right time to do this, and I know that the leadership and the strategic direction of the BID are in the safe hands of Tracy, and the remainder of the BID Board. However, I will not be leaving the BID Board together - I will still remain on the BID Board of Directors, with the new role of Vice-Chair.

I would like to thank the outgoing BID directors that have now left the BID Company and retired from their Northfield Town Centre businesses. A huge thanks and gratitude goes out to, Andy McLeod (former owner of United Carpets Northfield), Joy Gill (former owner of the Flower

Centre), Tom Corser (former manager of Northfield Market Village), Peter Smith (former Centre Manager of Northfield Leisure Centre), and the outgoing former councillors, Eddie Freeman, and Olly Armstrong.

On behalf of the BID Board, Tracy and I would like to welcome Randal Brew back onto the BID Board as a full director, with his expertise in all things financial. We also welcome our two new councillors as well and hope that we have continued support for the Northfield Town Centre business community.

Here's a successful third term for Northfield BID, and I wish Tracy well in her new role within Northfield BID.

Andy Clarke
Director & Vice Chair

A partner

Northfield 'High Street



Over a year ago, I launched my campaign to regenerate Northfield High Street and now we are another step closer to securing the funds that will breathe new life into the area.

Northfield High Street used to be a thriving centre, but shop closures

Partnership approach to regeneration

'Partnership approach to regeneration' - our application to Government

have hit the area and combined with the effects of the pandemic it definitely needs some TLC. Northfield needs a boost, and I am doing what I can as the local MP to give it the shot in the arm it needs.

Part of the Government's Levelling Up Agenda gives MPs the power to decide which sites are eligible for the funds for their constituency; following my survey last year, to which I had a massive response, I have decided that Northfield High Street will receive all the funds.

This plan has the support of the West Midlands Mayor Andy Street and is now supported by Birmingham City Council.

West Midlands Mayor Andy Street said, "It is a brilliant proposal that Gary and his colleagues are putting together for you, once again Gary and his colleagues are fighting for this community". Andy added, "I of course will be really keen to support this bid".

A levelling-up steering group was established to bring together, myself, officers from the Regeneration Department, local councillors, the Northfield Business Improvement District (BID), Greater Birmingham and Solihull Local Enterprise Partnership (GBS LEP), the West Midlands Combined Authority and local businesses, to help shape the work that is needed for the bid.

We were not starting from scratch. Partners re-examined previous regeneration plans for Northfield High Street that had previously been drawn up and forgotten. We made use of these as a starting point whilst looking at what Northfield needs today. Central to the plans was working to make residents feel safer about shopping here and I have been in touch with the police about tackling some of the anti-social behaviour that blights the area after 5 pm.

Another element that formed part of the application was to improve the

parking facilities, without which the plan would never go to work. One of the proposals is to upgrade the old-fashioned car park.

I have been working with local people, so after ten years of neglect, we needed to get this plan right, ensuring that this time, with the backing of the Government, and Birmingham City Council we can turn the plan into reality.

The test for me as your MP is simple;

my plan has been to see that you can look at the real change in our area. Change that you can point to and understand that Northfield is very much on the up. With this Levelling Up bid, we can achieve this. The application was submitted on 6 July, with details of successful bids expected to be announced in Autumn 2022

Gary Sambrook
MP Birmingham Northfield Constituency



Pictured: Andy Clarke, Robert Holdcroft (McDonald's Northfield), Gary Sambrook MP, Tracy Prior and Marcia Greenwood

BID income & expenditure

April 2021 - March 2022

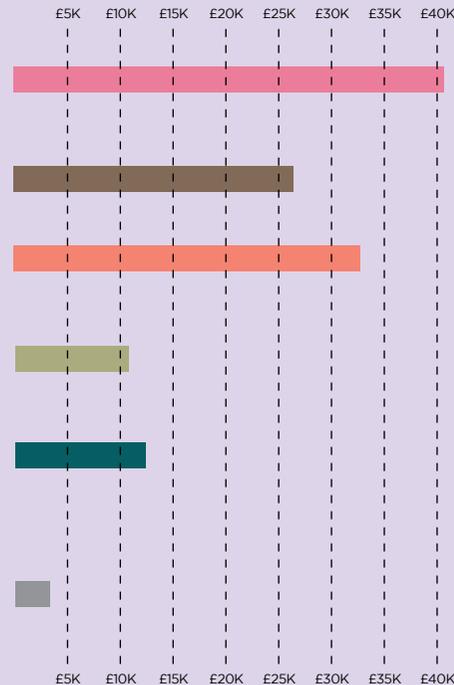
Income

£122,661

Includes BID Levy, Grants Received & Income Generation

Expenditure (By BID2 priorities)

| | |
|---|-----------------|
| ■ Improve | £41,109 |
| <i>Includes salaries, area caretaking material purchases and expenses, jet washing and seasonal flowers</i> | |
| ■ Protect | £26,036 |
| <i>Includes salaries, training, PPE, and associated expenses</i> | |
| ■ Promote | £33,071 |
| <i>Associated costs in promoting Northfield Town Centre, including events, online and offline publications</i> | |
| ■ Campaign (Support) | £11,425 |
| <i>Associated costs in providing and advocating business support initiatives to the Northfield business community</i> | |
| ■ Admin | £13,686 |
| <i>Associated costs for rent, insurance professional and general expenses</i> | |
| TOTAL | £125,327 |
| ■ Surplus (Deficit) | -£2,666 |



More information about Northfield BID's Annual Accounts, filed with Companies House can be found here: www.northfieldbid.com/annual-accounts



Contact us,

to get involved with any of our projects, or if you think that you have a new project idea to fill in the gaps or add 'additionality' to BID services.

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Follow us online and on social media

The BID manages an Instagram page, plus two Facebook pages for businesses and visitors to the Town Centre. Remember to send 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.

Please visit us online:

For more info about the BID projects undertaken for the benefit of Northfield BID and Northfield Town Centre,

 www.northfieldbid.com/business

 www.northfieldbid.com/reasonstovisit

B2B Facebook promotions:

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

 www.facebook.com/NorthfieldBID

B2C Facebook/Instagram promotions:

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

 www.facebook.com/visitnorthfield

 www.instagram.com/northfield_bid

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