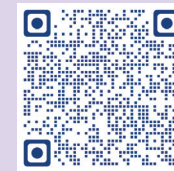


News & Opportunities

from the GBSLEP Growth Hub

Get registered with the new Business Growth West Midlands service

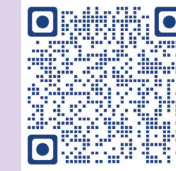
Your business advisers at the GBSLEP Growth Hub continue to be your first point of call for business support, advice and guidance. But as the new Business Growth West Midlands service starts to roll out, we suggest you register with them to ensure you don't miss out on grants, advice and further support.



Scan the QR code or visit <http://www.businessgrowthwestmidlands.org.uk/> to get more info and to register your details:

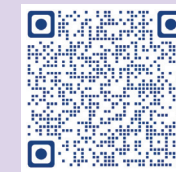
Funding & Finance

Apply anonymously for funding. Whether you want to grow your business, raise investment, or support your cash flow, Business Finance Finder through GBSLEP



If you want to know what their advisers can offer, scan the QR code or visit <https://www.gbslepgrowthhub.co.uk/skills> to look

For more information, support and advice, call the Helpline: 0800 032 3488 or email: info@gbslepgrowthhub.co.uk



Scan the QR code or visit <https://www.gbslepgrowthhub.co.uk/funding-finance/> to get more info.

Tools for Business Growth Skills Service Toolkit

Are you often stumped for new ideas on how to keep your staff engaged and motivated in their roles? This is where the GBSLEP Skills Team can help.



Scan the QR code or visit <https://www.aston.ac.uk/research/bss/abs/centres-hubs/aston-centre-for-growth-green-advantage>

Want to see if you're eligible? Then contact the GBSLEP Growth Hub Low Carbon manager, **Will Broad**. He will be able to give you the advice and direction needed to boost your sustainability journey.



Northfield Community Partnership will be holding Northfield Beach on Victoria Common during the period of the 26th - 30th July.

We hope that you will welcome this activity as it provides free fun activity for the whole of the community plus encouraging visitors to Northfield town centre.

If you would be interested in being involved in the event, then please contact me for more information.

Rebecca Debenham
Chief Executive Officer,
Northfield Community Partnership

0121 411 2157

r.debenham@northfieldcommunity.org

We hope that you will be able to attend, and you enjoy the event.

Contact us...

to be involved with Northfield BID, our priorities, any compliments, complaints or comments about BID funded projects, services or discussions at the BID board level

Marcia Greenwood (MIPM)
Northfield BID Town Centre Manager

07921 818828

m.greenwood@northfieldbid.com

Tony Adams (AM-RSPH)
BID Operations Support Officer

07809 904925

tony.adams@northfieldbid.com

Thomas Brueton (SIA)
BID High Street Security Officer

07751 645712

security@northfieldbid.com

Or use our Contact Us form: www.northfieldbid.com/contact-us

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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BID Newsletter Summer 2023

Improving, Protecting, Promoting
& Supporting Northfield Town Centre

Northfield high street

creating a 'clean, tidy & graffiti free" area

The 'Improving Northfield' priority provides targeted and additional caretaking and maintenance services for the businesses that are part of the Northfield BID business community – regardless of the business sector, independent local business unit(s) or nationwide businesses with head offices elsewhere in England.

The Northfield BID Caretaker and Maintenance is a free, on-demand service:

- Removes graffiti from in-store shutters and walls (depending on the issue of a crime reference number from West Midlands Police, patch testing, signed indemnity and weather permitting).
- Fly-tipped areas extended litter picked on private/public areas within the BID boundary.
- Fly poster removal from street furniture
- Additional weed control spraying

This (and other Improving Northfield services) are free of charge to businesses that are levy payers.

Although the BID officers regularly patrol and monitor the high street for unsightly areas, the officers do not always 'catch' the caretaking issues that need to be dealt with, for example, graffitied business shutters.

So, to help us to help you, we are slightly altering British Rail's current slogan and adopting the following:

"If you see it, say it and we will sort it (if we know about it!)"

Tony Adams, BID Operations Support Officer, operates the BID Caretaker Service. He can be contacted by phone or email as detailed below.

📞 07809 904925
✉️ tony.adams@northfieldbid.com



Other Core BID Priorities

The other Core priorities that 77.68% of the Northfield BID businesses were in favour of at the second renewal of the BID were:

- **Improving Northfield - Improving the visual and physical appearance of Northfield Town Centre**
- ✓ **Seasonal planting** of the 46-floor planters strategically placed throughout Northfield Town Centre.



- ✓ **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**
- ✓ **High Street Security Officer** foot patrols.
- ✓ Partnership working to **combat anti-social behaviour, alcohol, and drug misuse** within Northfield Town Centre.
- ✓ **Promoting the M.R.S Communications Retail Radio** in partnership with Northfield Shopping Centre



- **Promoting Northfield - Marketing and promoting 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.**

- ✓ Supporting other Northfield-based organisations to provide **annual events** (with free or subsidised entertainment) to build up key events, such as the school summer holidays and Christmas.

- ✓ Northfield BID website and maintaining the BID's **social media presence** on Facebook (Visit Northfield and Northfield BID) and Instagram.

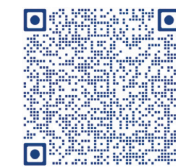
- **Supporting Northfield - Providing support, guidance and advice for BID businesses and continuing**

to influence decision-makers with Northfield Town Centre issues and concerns.

- ✓ The **Northfield BID Newsletter**, available offline and online.
- ✓ **Annual Open Forum Meeting (AGM)** (October/November)
- ✓ **Influencing the Key Decision Makers** at Birmingham City Council and with Westminster.
- ✓ **Business support** – facilitating and advocating with statutory bodies and contractors, addressing refuse collection, street cleaning, street traders, roadworks, parking issues, business rates, etc.

And many more services that the Northfield BID provides for the Northfield BID business community. If you would like to have more of a say in how Northfield Business Improvement District operates, why don't you consider being a director of the BID Company?

For more information about what the role entails and how you can make a difference, visit <https://bit.ly/3P8qdwj> or scan the QR code below.



For more information, scan the QR code using your mobile phone

How your local Jobcentre Plus

can help your business

Tailored Service

- Our Employer Advisers can work with you to understand your business and together design a bespoke package to meet your recruitment needs
- We will work with you to find the right people for your jobs, developing pre-employment training tailored to your business (SWAP) if you can offer trainees a work experience taster and selection interview

- Exploring how work experience/volunteering opportunities can give people meaningful experience to add to their CV

Advice Service

- How Universal Credit increases the financial incentive of work and provides employers like you with a more flexible workforce
- Developing inclusive recruitment practices to help you recruit and retain employees, including Disability Confident and Access to Work

- Connecting you with potential funding to grow your business through our extensive partnership network.
- An In Work Progression specialist to help grow your business with employee retention and development. They can identify barriers to progression/promotion and connect to available support/funding

Recruitment Service

- Advertise your roles and volunteering opportunities through your local Jobcentre Plus on job boards and internal digital channels
- Our work coaches will promote relevant vacancies to our customers at face-to-face appointments
- Invitations to attend our regular free Jobs Fairs across South and Central Birmingham
- Attend our office for Information Sessions and Interview Sessions with interested candidates for your roles

- Advertise your jobs free through our online service Find a job (dwp.gov.uk) which is available 24/7, 365 days a year
- Advertise via the local Jobcentre Plus Twitter service @JCPinBirmingham

Jobcentre Plus offers an extensive range of services to help you to grow and develop your business

Your local Jobcentre is:

Birmingham South West Jobcentre Plus
1300 Bristol Road South,
Birmingham B31 2TQ

Contact your local Employer Advisors:

Kate Rimell
Employer Advisor

📞 07799 454346
✉️ kate.rimell@dwp.gov.uk

Kate Esmarch
Employer Advisor

📞 07918 362587

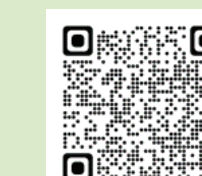
✉️ kathryn.esmarch@dwp.gov.uk



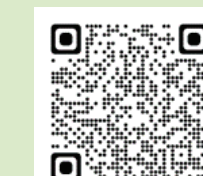
Advertise a Job



Employing an apprentice



Jobcentre Plus help for recruiters



Work experience employer guide