



Newsflash - Northfield Town Centre BID Secures £670k Major WMCA High Street & Growth Incubator Funding.

Northfield Town Centre has been selected as one of the local centres to receive investment through the West Midlands Combined Authority's new High Street. Growth Incubator Fund, a significant win for the area and the result of persistent, longterm lobbying by Northfield BID and Birmingham City Council officers. For years, Northfield has struggled to be included within the government's designated "deprived area" classifications, which often determine eligibility for regeneration funding. Despite this, the BID and local partners have consistently argued that Northfield's high vacancy rates, ageing infrastructure, and underused floorspace require targeted intervention. Now, persistence has finally paid off.

The WMCA programme aims to re-activate Northfield High Street by unlocking unused floorspace, improving the public spaces, supporting business growth, and delivering events and engagement that boost footfall. The guidance states that the fund will support capital works, master planning, delivery capacity, public realm improvements, building repairs and repurposing, and activities that "boost vitality, including improving high street performance."

Northfield Town Centre's provisional allocation is approximately £670,000 over three years. This will combine capital and revenue funding. This will allow for early "quick-win" improvements in year one, followed by more substantial capital projects in years two and three including potential shopfront upgrades, public realm enhancements, and the unlocking of upper-floor space for commercial, creative, or residential use.

Carl Brown, Vice Chair of the Northfield BID, welcomed the announcement, saying: **"[This is] amazing news [for Northfield Town Centre and the BID]! Persistence has finally paid off and is a reward for hard work in pushing [the decision makers]."**

Northfield BID will now begin talking with businesses to shape priorities for the funding. This will include asking businesses and property owners where investment should focus - whether on improving the physical environment, supporting building repairs, enhancing safety and amenity, or delivering events that drive footfall.

The WMCA guidance emphasises that local schemes must "re-animate public and private space to improve high street performance" and that unlocking floorspace, including for residential use, is a core objective of the programme. Northfield Town Centre's plan will align with these requirements, and the WMCA will submit a delivery plan before the programme begins.

This funding marks a turning point for Northfield; recognition that, despite not meeting traditional deprivation criteria, its high street is vital to the wider South Birmingham business economy and deserves strategic investment.

Northfield BID will share further updates with businesses in the coming weeks, including opportunities to contribute ideas and attend consultation sessions to help shape the three year programme.

Continuing Northfield BID: So Much More to Do — And So Much to Lose

Since the Northfield BID was established in 2012, the Northfield Town Centre has benefited from improvements that simply would not exist without the collective investment from our Northfield BID business community. Having worked closely with businesses for many years, we are often told how different Northfield Town Centre looked before the BID - and how much progress we stand to lose if the BID does not continue.

Without the BID, Northfield Town Centre would face an immediate loss of services that several of you now consider essential:

- No Business Community Support foot patrols & business visits
- No Christmas lights or trees
- No floral displays
- No pavement cleaning
- No annual town centre events
- No BID caretaking, such as graffiti removal, litter picking, fly tipping, external contract management
- No committed Town Centre Management team to support your business when dealing with “authorities”

These are not hypothetical risks — they are the direct consequences of a “No” vote.



Why Does Northfield Town Centre Need a BID?

Over the last three BID terms, we have delivered visible improvements, practical support for businesses, and a co-ordinated approach that goes far beyond Birmingham City Council's remit. Whilst people may talk negatively about Northfield Town Centre, the reality is clear – without a “clean, safe and green” trading town centre, your customers may not spend their money in Northfield Town Centre, especially if it appears unkempt, dirty, and unsafe.

On 22nd October 2026, when ballot papers arrive in a “bright orange” envelope, every eligible business has a simple choice. A YES vote means continuity, stability, and ongoing investment for the Town Centre. A NO vote means an immediate return to pre-BID conditions - with all services withdrawn.

If you value the security of the Business Community Safety Support service with regular foot patrols and business visits, kerbside appeal improvements by the BID Caretaking service, a visual festive town centre, and a co-ordinated Town Centre BID team keeping Northfield represented at all levels of government and partnerships, which keeps Northfield Town Centre moving forward, please support the BID by voting YES.

More information is available at BID4 | northfieldbid



At a Glance: Northfield Town Centre Business Plan 2027 - 2031

Why Your YES Vote Matters

Without the BID, Northfield loses £600,000+ of investment. You said your priorities for BID4 were:

- Safety & Security
- Cleanliness of the Town Centre
- Promoting an appealing Northfield Town Centre
- Supporting businesses within the Town Centre



Protecting Northfield

Safety & Security:

- Approximately 7,128+ patrol hours
- Approximately 18,570+ wellbeing checks
- 24/7 control centre



A Cleaner Northfield:

- 82,210m² jet-washed
- 205 graffiti tags removed
- Forty-seven floor planters, with seasonal planting, twice a year



Improving Northfield

Promoting Northfield

Promoting Northfield (Facebook & Instagram “Visit Northfield”)

- 887,000+ impressions
- 30-35% audience growth
- Daily reach: 30,000+ users
- Shopfest event day boosted footfall by +30%

Supporting Northfield

Supporting Businesses

- Troubleshooting & liaising with street scene, waste management, highways, business rates
- Lobbying with MPs, councillors, WMCA for a better “deal” for Northfield Town Centre
- £38,000 income generated for reinvestment
- Volunteering/Work placement opportunities
- Regular newsletters & information updates



Ballot Dates

22nd October to 19th Nov 2026 (5pm)

Northfield BID Ballot - Key Dates & What to Do

The ballot is being run by Civica Election Services (London)
Starting **5th October 2026**: Notice of Ballot & a copy of the Business Plan arrives in a white A4 envelope by post
20th – 21st October 2026, 5pm to 6pm.

Your vote decides the next 5 years.
Vote YES for a safer, cleaner, stronger Northfield.



Your Ballot Paper

- Look out for the “**bright orange**” envelope from Civica & open your ballot paper.
- Mark your vote (YES or NO). Remember to add your “name, position in the business and signature”.
- Place it in the prepaid envelope.
- Post it before the deadline.

Come & Join Us

Northfield BID Business Plan Q&A sessions

Upper Floor Meeting Room, Northfield Baptist Church, 789 Bristol Road South, B31 2NQ

- **22 October 2026: Ballot opens**
- **19th November 2026, 5pm: Close of Ballot**
- **20th November 2026: Ballot Result**

Contact the BID team if you lose your ballot paper

Needing Further Clarification or Support?

The BID Team

Northfield BID services and the business plan

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Business (BID) | northfieldbid Birmingham City Council

Civica Electoral Services
Ballot administration & process

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