



Supporting a Destination of Necessity

Protecting, Improving, Promoting
& Supporting Northfield Town Centre.



Shopfest
"LOVE NORTHFIELD TOWN CENTRE"

Celebration of Northfield's Independent Business
"This project has been funded from the UK Government through the UK Shared Prosperity Fund"

Birmingham City Council Funded by UK Government LEVELLING UP West Midlands Combined Authority

NORTHFIELD Business Improvement District variesentertainment





NORTHFIELD
Business Improvement District

Reasons Why Northfield BID Should Continue to Be Supported by You!

Northfield BID helps protect and increase essential footfall by improving the physical and visual environment, supporting businesses, and working with Northfield Town Centre partners.

Why Northfield Is a “Destination of Necessity”

Northfield Town Centre is a destination with local shopping places, major services, major community services, and specialist services delivering the necessary “services” that you, your staff, and your customers use to access the essential services that “people” must visit for essential services.

Northfield Town Centre is fortunate to have kept its essential services – services that have been lost elsewhere. We have kept pharmacies, most banking services, food shopping, personal care services (hairdressers, barbers, beauticians, nail salons, various repair services), and legal and financial services (to name a few).

Keeping these essential services shows that you, your staff and, most importantly, your customers value Northfield Town Centre by creating “stable, needs-based footfall”. Northfield BID supports Northfield Town Centre’s viability by continuing BID services that keep it safe, clean, accessible, and well-managed day after day. This is the BID’s strength.

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Before



After



Why Does Northfield Town Centre Need a BID?

There are numerous reasons why the BID needs to continue; however, the main reasons are:

Crime, antisocial behaviour, and environmental issues require constant and organised action involving local partners, such as Birmingham City Council Community Safety officers, Street Scene officers and West Midlands Police.

Central and Local Government (Birmingham City Council, West Midlands Combined Authority, etc.) funding cannot deliver the enhanced services alone that the Northfield BID business community can expect.

Social media marketing, localised promotion, and events need a dedicated, year round delivery by specialist service suppliers.

The Northfield BID business community need a collective voice in decisions that affect their businesses and Northfield Town Centre.

Without the BID, all the additional services provided by Northfield BID will stop on **31st December 2026**.

This will mean:

- **No** Business Community Safety Officer (High Street Security) working 36 hours per week, 52 weeks of the year, to check on you and your business.
- **No** more responses to calls made over the retail radio or phone for assistance to support you and your staff.
- **No** more foot patrols.
- **No** graffiti removal, annual jet washing, or fly-tipping removal.
- **No** Christmas lighting and tree.
- **No** localised social media marketing promotions.
- **No** collective voice or lobbying, along with troubleshooting and disappearing partnership support.
- **No** additional funding bids supported by Northfield BID.



Levy Q & A

How Northfield BID adds value to Northfield Town Centre as a “destination of necessity”” and other questions that businesses often ask Northfield Town Centre BID Ltd, as a provider of BID services.

Q1: Why do we need Northfield BID when we (as a business) already pay business rates?

Business rates fund Birmingham City Council statutory services, and the funding is **NOT** ringfenced for Northfield Town Centre. Whereas, the BID funding is collected by Birmingham City Council and is dedicated to being spent in the Northfield Town Centre BID area on BID services, such as annual jet washing of the pavements, business community safety, localised social media marketing and communications, and to support the Northfield BID business community requests and concerns that are consistently raised - that Birmingham City Council cannot always provide.

Q2: What do I personally get out of Northfield BID?

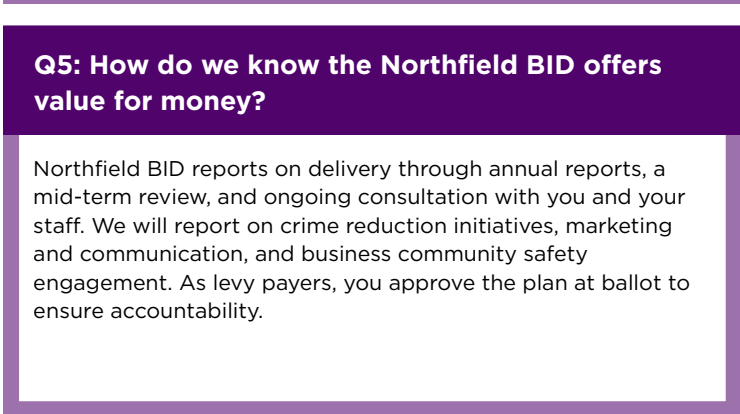
The Northfield BID business community will receive a cleaner, safer, better promoted town centre, plus direct support when issues arise. Northfield BID will continue to give you visibility, practical support, and a stronger trading environment.

Q3: What makes Northfield BID different from Birmingham City Council?

Northfield BID is business-led, business-funded, and business-governed by a volunteer Board of Directors. Northfield BID delivers additional services and projects that Birmingham City Council cannot (or do not have the funding for), and it focuses solely on improving Northfield Town Centre to benefit levy payers.

Q4: How does Northfield BID help increase footfall?

By improving business community safety (via regular foot patrols), keeping Northfield Town Centre clean, taking advantage of the major services that are still in place, and running targeted localised social media marketing and events, the BID will continue to bring people into the town centre, who will stay longer in a clean, green and safer Northfield Town Centre.



Q5: How do we know the Northfield BID offers value for money?

Northfield BID reports on delivery through annual reports, a mid-term review, and ongoing consultation with you and your staff. We will report on crime reduction initiatives, marketing and communication, and business community safety engagement. As levy payers, you approve the plan at ballot to ensure accountability.

Levy Q & A

Q6: What happens if the BID doesn't get renewed?

All BID-funded services will stop immediately at the end of the year. This means no more BID caretaking, flyposting removal, graffiti removal, business community support service (high street security), social media marketing, and business support.

Q7: How does Northfield BID support a “destination of necessity” like ours?

By protecting essential footfall, improving the visual and physical environment your customers rely on, and promoting the Northfield Town Centre's full “retail plus” offer – and not just retail.

Q8: Why should I pay when some businesses benefit more than others?

Every town centre business benefits from a cleaner, safer, better-managed town centre. Footfall, reputation, and customer confidence are shared benefits.

Q9: Will the Northfield BID help reduce crime and antisocial behaviour?

Yes. The Business Community Safety service, our partnership with M.R.S Communications (retail radio), intelligence sharing, and partnerships with West Midlands Police can help reduce incidents and improve perceptions of safety.



Q10: How does the Northfield BID promote my business?

Through social media marketing and promotional campaigns, business newsletters, events, and coordinated marketing and communications that highlight the town centre's “retail plus” offer.

Q11: People are still going to come to Northfield Town Centre without a BID being in place. What difference does my levy make?

People will continue to visit Northfield for their essential services. Still, the quality of their experience within the Town Centre, with business community safety, cleaner streets, and other physical and visual appearances, visibility and confidence, is reliant on Northfield BID's additional services. Without BID funding, additional services (not council-funded), such as jet washing, graffiti removal, seasonal florals, localised marketing and communications, and dedicated business support, will stop at the end of the BID term.

Having Northfield BID in place will not replace “natural” footfall, but it will “protect” it, “enhance” it, and strengthen the trading environment that businesses have come to rely on. Your levy will ensure Northfield Town Centre remains as clean, safe, welcoming (as possible), and well-managed as possible, helping your customers stay longer, return more often, and choose to shop locally within the Town Centre.



How Is Your Levy Spent?

Northfield Town Centre BID's financial statements highlighted a "financially stable, well-managed" BID Company operating from a position of strength. The BID's accounts showed over £41,000 in cash reserves, over £43,000 in net assets, and zero long-term debt. Our short-term liabilities are minimal, and our levy collection remains strong, with very little outstanding debt.

This year, we recorded a planned operating deficit of £15,807. The BID Board made this conscious decision to protect BID service levels amid rising costs and reduced grant availability. Importantly, the BID has absorbed this deficit without risk, and our reserves remain strong.

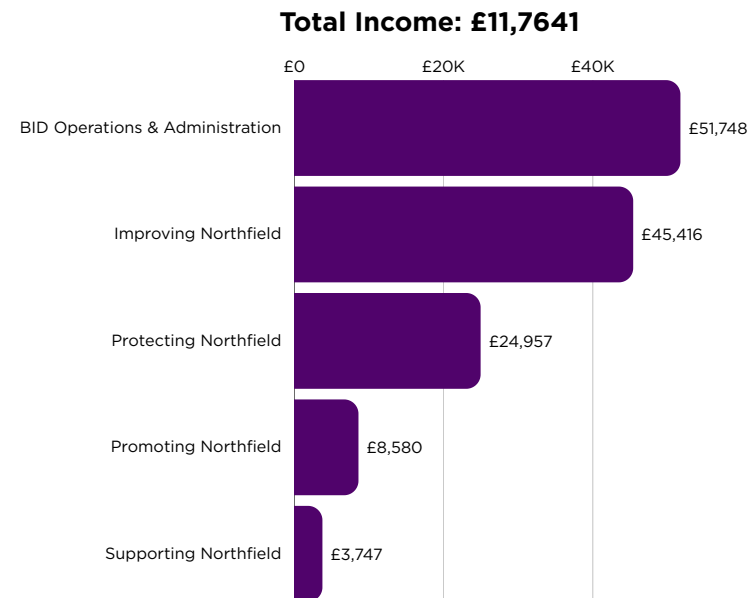
As we move toward the renewal ballot in October 2026, the financial statements show an organisation that is stable, responsible, and focused on delivering value for levy payers. We have a solid financial base, a proven track record, and a clear understanding of the business priorities you have set.

If the Northfield BID is renewed, it is well-positioned to continue protecting, improving, and promoting Northfield; supporting businesses; and enhancing the trading environment over the next five years.

From April 2025 to March 2026, Northfield BID generated **£117,641** in income, most of which came from levy contributions and grants. We continued to invest in the services businesses consistently tell us matter most — business community safety, cleanliness, marketing and communications, and business support. You would have seen these investments on the ground:

- Daily business community safety patrols and reassurance visits
- Jet washing, caretaking, and planting
- Christmas lights and seasonal enhancements
- Events, social media campaigns, and promotion
- Regular business newsletters and communications

We delivered all of these services and projects with a lean team of just two part-time staff, supported by specialist contractors and partners.



Do you have any questions about the Northfield BID4 Business Plan or the Northfield BID4 ballot?

If so, join our drop-in sessions.

Northfield BID Board representatives will be available to listen and answer questions about the business plan or to help you learn more about the ballot process.

Tuesday, 20th October 2026, 5pm to 6pm

Wednesday, 21st October 2026, 5pm to 6pm

All sessions will be held in the Upper Meeting Hall, Northfield Baptist Church, 789 Bristol Road South, Birmingham B31 2NQ.



Queries about the Northfield BID4 business plan

email: m.greenwood@northfieldbid.com

Queries about the Northfield BID ballot process

email: bids@CESvotes.com OR BIDs@birmingham.gov.uk



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