



# BID NEWSLETTER

SPRING  
2021



HANDS



FACE



SPACE

Stay safe around  
Northfield

#Bham2021



# What a year!



On 23rd March 2020, life within local town centres such as ours changed substantially, and we still don't know how long this change will last and how this will affect businesses, locally and nationally 'doing business', your staff, and more importantly, your customers.

The Government's Roadmap to Coming Out of Lockdown has already started, with schools re-opening on 8th March. We anxiously wait for 12th April, when we will start to see shoppers feeling confident to safely shop in Northfield Town Centre to do their essential shopping, have their hair and beauty treatments, meet up with friends and family to socialise, visit the many community facilities within Northfield, but more importantly – 'spend locally' by supporting Northfield Town Centre.

Later this year, the BID will be asking the Northfield BID business community to support the BID's

campaign for a second renewal for a further BID term. My officers have been in contact with you, either by post, email or face-to-face to complete the business plan consultation survey for BID3, telling us, what you what services you would like the BID to consider. The findings of the consultation can be found on page 7.

At Northfield BID, we have recently gained the 'British BID Accreditation'. The accreditation is the BID industry recognised standard, that is externally assessed by independent auditors, to ensure the BID is governed and managed in line with the BID Regulations, the National BID Criteria, and the National Guiding Principles for a BID. Further information about the accreditation can be found on page 6.

Finally, I would like to thank the BID officers for their advice, support and guidance regarding 'the cutting of the red tape' when dealing with Birmingham City Council concerning the administration and processing of the much-needed business support grant.

The BID officers have received accolades from the business owners and managers querying about the varying grants throughout the three lockdowns and were recognised by the 'Keep Calm and Carry-On Awards – COVID19 Community Supporters', courtesy of Northfield Neighbourhood Network Scheme. We still don't know who nominated the BID officers, but who ever you are, 'Thank You'.

Here's to safe reopening of Steps remaining 1, 2, 3 and 4 from the Government's Roadmap to Coming Out of Lockdown.

Keep Safe,

*Andy Clarke*

**Andy Clarke**  
**Chairman**  
**Northfield Town Centre BID Ltd**

**KEEP CALM & CARRY ON AWARDS - COVID 19 Community Supporter**

**Congratulations to**  
**Marcia and Tony from Northfield Town Centre BID**

Marcia and Tony were nominated for the support they have given businesses on Northfield high street throughout the pandemic. They have worked hard to keep the high street open, sharing information on what support is available to small businesses and helping keep the high street covid safe.

It has been a really difficult time for the high street but Marcia and Tony have gone above and beyond to be the voice of the shops and to keep everyone safe.

For more info:  
[www.northfieldbid.com](http://www.northfieldbid.com)

**INNS** Northfield Neighbourhood Network Scheme

**NORTHFIELD** Community Partnership

# Business support for Northfield

Since the start of the BID, the BID has aimed to support the Northfield BID business community and continue to influence the decision makers in issues and concerns relating to businesses and the strategic and operational role the BID plays in ensuring the Northfield BID community's voice is heard.

Without the BID, businesses would not have had dedicated officers to liaise with Birmingham City Council to facilitate, decipher, provide advice and support to businesses that were eligible for the Government Grants.

To express the frustrations that businesses were facing, still waiting for their business support payments, the BID Chairman wrote to the Leader of the Council, Councillor Ian Ward, expressing the many concerns that businesses were telling him frequently on the COVID-19 WhatsApp Group. The BID Chairman wrote to the Leader to stress the importance of improving the process of the payment of the grants. The Chairman added;

***“The current situation is extremely grim for our local businesses struggling to survive lockdown - BCC failure to administrate government grants in a timely period is totally***

***unacceptable, as businesses still have the responsibility of their ongoing rent payments etc and associated bills.***

***Many of Northfield businesses have expressed their frustrations and the non-communications (either by phone or email) with BCC regarding the delay in payments, some who have traded in Northfield with loyal customer bases for many years are weeks away from closing their business for good - ahead of any Government recovery plan to ‘reopen the high street’.***

Many BID businesses have received help from the BID officers since the start of the crisis and have thanked them for their support during this difficult time. Some businesses have commented on the COVID19 WhatsApp Group to thank the BID their continuous support, during the pandemic.

***“Without the BID, we’d be up the creek! Thanks to [the BID officers], we have good information and clarity!”***

***“BCC told me [my business] was not entitled to the January grants because I’m ‘essential’ and should be trading. On the ground, environmental health***

***say that [my business] is ‘non-essential’, so should remain closed or face a fine.... Thank you Northfield BID for sorting this out!”.***

***“Thank you to [the BID officers]. Everyone’s efforts on behalf of the BID have been invaluable and show the need to have this valuable resource for all our good, now and for the future as we work together to come out of this.”***

***“It is great that we are part of a BID area and have a proactive BID Manager [and BID Operations Support Officer] sorting out relevant information and offering to help businesses in Northfield.”***

***“100% [agree]. Its nice to know we have a team affiliated [and working with] the Council, who we know actually has our back and genuinely cares. Thanks“***

If you are a BID levy payer and would like to be part of the BID's WhatsApp Group to receive communications and updates about anything relating to COVID-19, please contact the BID officers on their contact details on page 8.



# Check if you're eligible for a coronavirus Restart Grant

## (grants available from 1 April 2021)

The Restart Grant scheme supports businesses in the non-essential retail, hospitality, leisure, personal care, and accommodation sectors with a one-off grant, to reopen safely as COVID-19 restrictions are lifted.

### Contents

1. Eligibility
2. What you get
3. How to apply

The Restart Grant scheme supports businesses in reopening safely as COVID-19 restrictions are lifted. Grants will be available from 1 April 2021, but you can submit applications in advance.

Eligible businesses in the non-essential retail sector may be entitled to a one-off cash grant of up to £6,000 from their local council.

Eligible businesses in the hospitality, accommodation, leisure, personal care, and gym sectors may be entitled to a one-off cash grant of up to £18,000 from their local council.

### Eligibility

Your business may be eligible if it is:

- Based in England.
- Rate-paying
- In the non-essential retail, hospitality, accommodation, leisure, personal care, or gym sectors
- Trading on 1 April 2021

### Businesses excluded from the Fund

You cannot get funding if your business:

- is in administration, insolvent or has been struck off the Companies House register

- has exceeded the permitted subsidy allowance.

You must notify Birmingham City Council if your situation changes, and you no longer meet the eligibility criteria.

### Subsidy allowance

This scheme is covered by 3 subsidy allowances:

- Small Amounts of Financial Assistance Allowance – you're allowed up to £335,000 (subject to exchange rates) over any period of 3 years.
- COVID-19 Business Grant Allowance – you're allowed up to £1,600,000.
- COVID-19 Business Grant Special Allowance - if you have reached your limits under the Small Amounts of Financial Assistance Allowance and COVID-19 Business Grant Allowance, you may be able to access a further allowance of funding under these scheme rules of up to £9,000,000, provided certain conditions are met.

Grants under these 3 allowances can be combined for a potential total allowance of up to £10,935,000 (subject to exchange rates).

### What you get

Local councils will use their discretion to determine whether businesses meet the eligibility criteria for this grant scheme.

Eligible businesses will be paid:

- a one-off grant of up to £6,000 in the non-essential retail sector
- a one-off grant of up to £18,000 in the hospitality, accommodation, leisure, personal care, and gym sectors

Grants will be available from 1 April 2021.

### How to apply

In order to simplify the process for applicants, Birmingham City Council will be using one application form which will include questions relevant to all grants. This information will then be used to determine what grant(s) businesses are eligible to receive.

Businesses will need to register for a BRUM account to apply for a grant. Create an online BRUM account if you don't already have one.

**If you already have a BRUM account, you don't need to register again or change it to your business address. You can still apply for a grant and as you go through the form it will capture your business address.**

You can use either your personal email address or your business address.

The name of your business may not appear in the look up and so please use your postal address to search when creating a BRUM account.

When registering for a BRUM account, you will be sent an email to validate your email address and so remember to check your SPAM or Junk folders.

**Further information about the grant can be located on the BID website:**



<https://www.northfieldbid.com/restart-grant>

# Introduction to High Street Security

We would like to introduce Thomas Brueton as our new High Street Security Officer. Tom has already 'hit the ground running' with tackling anti-social behaviour, begging and shop theft on his very first day!

He has continued to make a massive impact with issues on the town centre, dealing with everything thrown his way. Part of Tom's routine is to visit business premises to ensure that you are all safe and well, as well as help with any issues around security that you might have.

Tom says, ***"I am excited to be working closely with the traders here in the Northfield BID area, and I'm looking forward to meeting everyone once all the shops have reopened."***

PCSO Williams added, ***"I just wanted to pass on some positive feedback regarding Tom when I was on the high street yesterday. Both B&M Security and Just for Pets Assistant Manager have both said that Tom has really helped them, and he has made a big difference to the high street in terms of being around when they have needed his support."***



Should you have an issue you would like to discuss with Tom, he can be contacted on:



07597 363428



[security@northfieldbid.com](mailto:security@northfieldbid.com)

# Congratulations, Tony Adams AM-RSPH!

Tony Adams is well-known with not only the BID, as the BID Operations Support Officer, but also a cornerstone at the heart of Northfield Town Centre in its early days.

For those Northfield BID businesses that don't know, Tony is also an Associate Member of the Royal Society of Public Health, qualified to work as a pest controller.



Although still in the infancy of his pest control business, Tony has been recognised by the BPCA (British Pest Control Association) and was shortlisted for the Outstanding CPD Award, which he deservedly won!

The BPCA Outstanding CPD Award is awarded to an individual who has demonstrated best use of a range of CPD (continuous professional development) activities to advance their knowledge and skills, demonstrating a commitment to CPD.

Congratulations Tony, your accolade is well deserved!



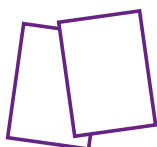
## BID Caretaking over the last 12 months in Northfield Town Centre



144 Trolleys returned to stores



73 Graffiti pieces removed



231 Fly posters removed



201 Litter Pick (large Bags) private/local authority sent to Lifford Lane

# We're accredited!

Northfield Town Centre BID Ltd has been accredited by British BIDs Advisory Board. The accreditation application was sent to the Advisory Board, who scrutinised the Northfield BID Company's practices.

British BIDs Advisory Board is comprised of industry leaders, national BID voters, stakeholders, property developers and an observer from the Government's Ministry of Housing, Communities and Local Government (MHCLG).

BB Accreditation is the industry recognised standard, where a BID's strategic, operational, and tactical governance, policies and procedures are examined to ensure that the BID 'operates' in line with the National BID Criteria and the National Guiding Principles for a BID.

Accreditation provides an assessment of the following BID components: -

**Governance** - An evaluation of the selection process and effectiveness of the Northfield BID board, directors, and members of the BID.

**Management and Operations** - An evaluation of the BID's staffing structure, contracts, and appraisals..  
**Financials** - An evaluation of the BID financial systems, to ensure the BID has professional and transparent procedures in place.

**Performance Management** - An evaluation of the methods used by Northfield BID to review performance and to ensure the views of BID levy payers are fed back in to reflect the changing needs of the BID area.

**Communication and Reporting** - An evaluation of the BID's communications activity, focussing on how processes and activities are reported to BID levy payers and how return on investment for levy payers is assessed.



Chris Turner, CEO of British BIDs said,

*“It gives me great pleasure to confirm that Northfield BID has been Accredited under the British BIDs accreditation processes.*

*The accreditation report went to the British BIDs Advisory Board Accreditation Group, which went through your application and is very pleased to be able to confirm that you are now in the group of some 25 BIDs that are accredited... Given its modest levy income, the Northfield BID delivers a wide range of projects requiring a committed staff team to regular liaise with levy payers and be a visible presence on the streets.”*

Marcia Greenwood, Northfield BID Town Centre Manager said, *“On behalf of the BID Board of Directors, the BID is extremely pleased with the accolade and the encouraging endorsement from British BIDs, the Industry Body for Business Improvement Districts. We are thrilled that British BIDs can see and evidence the quality of work that Northfield BID continues to undertake. This provides the BID with the confidence of knowing that the BID Company has policies and procedures in place to run the BID Company and for us, at the BID to continue to work for the Northfield BID business community”.*



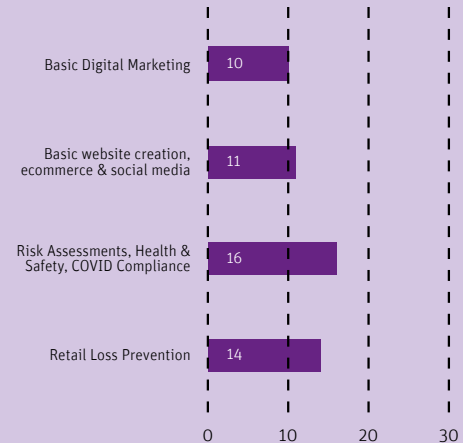
Northfield Town Centre BID Ltd is now in its 5th year of its second term. The BID has decided to renew for a third term, so BID officers carried out consultation (email, post, face-to-face) to consult with as many eligible BID levy businesses as possible, to secure a successful ballot outcome.

As part of the initial consultation to renew Northfield BID for a third term, the BID officers carried out a feasibility/ business plan consultation from 10th January to 3rd March 2021.

## PROPOSED BID3 - IMPROVING NORTHFIELD



## PROPOSED BID3 - SUPPORTING NORTHFIELD FREE OR SUBSIDISED TRAINING



# Northfield BID Feasibility & Business Plan Consultation

BID officers received responses from the 51 businesses (23%) that were open and trading during the National lockdown restrictions (announced on 5th January to date).

The charts below highlight the responses to the questions posed within the business consultation survey.

The businesses that completed the survey have demonstrated their support for the BID to continue under the service priorities of Improving,

Protecting, Promoting and Supporting Northfield. Your views do matter, so before we start to finalise the projects and services for BID3, it is important for you to take a look at the findings. This will help the BID formulate our plans to develop the draft business plan.

If you have any questions or queries, please do not hesitate to contact the BID officers at their contact details.

The future of Northfield Town Centre is important to us all, and together we can

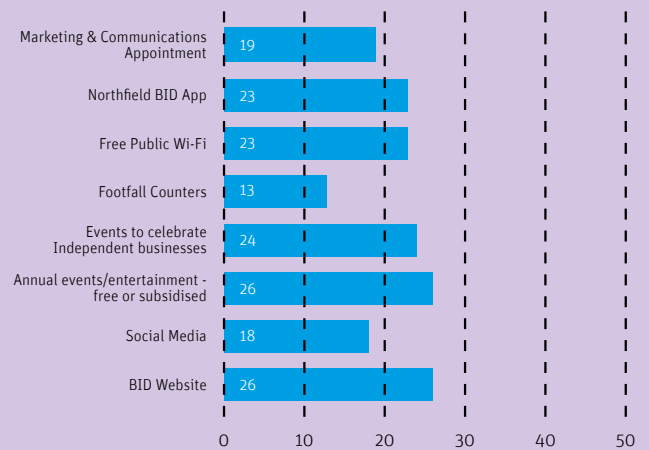
continue to improve the town centre to benefit us all – businesses, customers, and residents alike.

**We are aiming to report back on the findings at the next BID Board meeting, late April 2021. We will come back to you with an update in the next BID newsletter.**

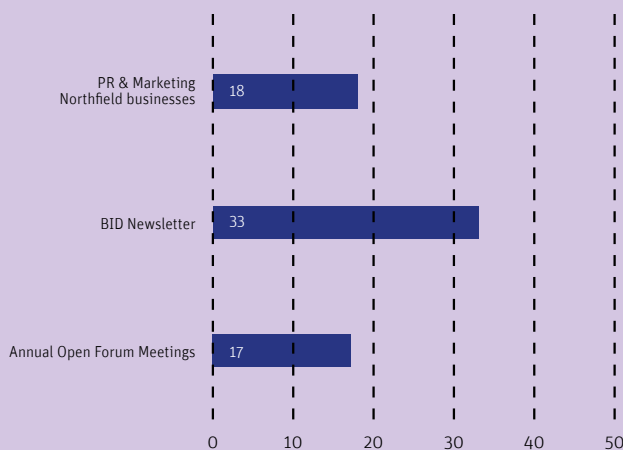
## PROPOSED BID3 - PROTECTING NORTHFIELD



## PROPOSED BID3 - PROMOTING NORTHFIELD



## PROPOSED BID3 - SUPPORTING NORTHFIELD - BUSINESS SUPPORT



## PROPOSED BID3 - DO YOU SUPPORT US?



Survey results are based from 51 responses

# Social Media - 'free advertising'

The BID manages 2 Facebook pages for businesses and visitors to the Town Centre:

 [www.facebook.com/NorthfieldBID](http://www.facebook.com/NorthfieldBID)

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

 [www.facebook.com/visitnorthfield](http://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/](http://www.facebook.com/visitnorthfield/)**

 [www.instagram.com/northfield\\_bid](http://www.instagram.com/northfield_bid)

Check out the BID website

 [www.northfieldbid.com](http://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.

## New Businesses opening in Northfield Town Centre

**Home Essentials** (previously Ponden Homes) Northfield Shopping Centre

**Eggless Cakeshop** (previously Women's Aid)

**Community Transport Furniture** (previously Argos)

**HRS Family Law Solicitors** (previously EE)

**Toby's Treats** (previously Question Mark)


**Northfield Fruit & Veg** (within Cosy Coffee)


**Pirinos** (previously Funspot Ltd, 846 Bristol Road South)

**Tan Box – Tanning & Beauty** (previously Northfield Tanning)


## 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.

 **Marcia Greenwood**  
Town Centre BID Manager

 07921 818828

 [m.greenwood@northfieldbid.com](mailto:m.greenwood@northfieldbid.com)

 **Tony Adams**  
BID Operations Support Officer


 07809 904925

 [tony.adams@northfieldbid.com](mailto:tony.adams@northfieldbid.com)

 **Thomas Brueton**  
Contracted Street Security Officer  
Simon Carr Security Services

 07597 376428

 [security@northfieldbid.com](mailto:security@northfieldbid.com)


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**Northfield Town Centre BID Limited**  
c/o Northfield Baptist Church,  
789 Bristol Road South, Northfield, Birmingham B31 2NQ  
[www.northfieldbid.com](http://www.northfieldbid.com)  
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