



BID Newsletter

Winter 2022

Improving, Protecting, Promoting
& Supporting Northfield Town Centre



Foreword

Northfield BID Chairperson



Northfield BID is now coming to the end of the first year of its third term as a business improvement district. Despite the reduction of the BID levy and the decrease in marketing and communication opportunities, we have achieved some of the priorities you voted for in the BID3 Business Plan you endorsed in November 2021.

The restrictions of the pandemic have created challenges for all BIDs within Birmingham. For a small local centre, predominately retail such as Northfield, we are using this time to

reflect and review some of the services delivered so that we become more efficient and better so we can make more of a positive impact on your businesses and staff members, whether you are a microbusiness owner or a national business, we are looking to do things better, with the limited financial resources received by the BID Company. Our aim is to improve the trading environment for all businesses.

In January, we will be holding our budgetary meeting, where the BID Board decide on the priorities for year 2. Once the priorities have been decided upon, this will be fed back to you in the next edition of the BID newsletter.

Finally, as we are nearing the big day, may I wish you a profitable Christmas and a successful trading New Year!

Tracy Prior
Chairperson
Northfield Town Centre BID

BID3, Year 1: N

Our Achievements

As appointed directors and officers of Northfield Town Centre BID, we pledged that as a BID Company, we would continue providing a strong, close, and supportive business network for businesses needing our help, support, and advice. We can only offer this 'help, support and advice' with partners such as Birmingham City Council (City Operations, Waste Management, Community Safety, Highways, Planning and Parks) and West Midlands Police (Weoley and Northfield neighbourhood policing teams).

In our BID3 Business Plan, there are four priorities. Below is the work or services that have been achieved during 2022:-

Improving Northfield - Improving the visual and physical appearance of Northfield Town Centre

- Singletons Nurseries were contracted to provide summer and winter planting for the 46-floor planters.



- Through the Welcome Back Fund grant award, the BID's high street pavements received an additional jet wash in March 2022.
- The BID Caretaker Service, operated by the BID Operations Support Officer (Tony Adams), has provided free, on-demand services -
 - 107 Graffiti/tags removed
 - 78 Fly-tipping matters dealt with
 - 66 Litter picked bags filled on private land
 - 41 referrals made to other partner agencies

Northfield 'High Street' -

- New 5-year contract signed with 'Festive Lighting' for 57 lamp post motifs and sparking Christmas tree lights and 3 Christmas trees - Tays Corner, Travellers Rest junction and Northfield Leisure Centre sites.

Protecting Northfield - working with partners to provide a safe and secure Northfield Town Centre

- Permanent and Government funded High Street Security Officers, carrying out foot patrols and dealing with and supporting business crime incidences.



- Working with the Birmingham City Council Local Delivery Partnership (LDG) to ensure Northfield high street deals with the issues and problems associated with 'business crime' within the town centre, impacting Northfield's trading environment. Other partners on the LDG include:

- Birmingham City Council - Community Safety Partnership, Housing Department, Youth and Community engagement officers
- West Midlands Police - Northfield Constituency
- Children's Trust Youth Offending Team
- Registered Social Housing Providers
- West Midlands Fire Service - Northfield
- Birmingham Solihull Mental Health Services
- Resident Representative
- Third-sector or provider representative
- Local Councillors
- Harborne Village BID

Northfield BID officers have contributed to some working groups, pulling partners together to coordinate a

response to reduce crime, ASB and community tensions. For Northfield Town Centre, the partnership working has included dealing with the ASB of school youths within the town centre after school, leading to the implantation of a Section 30 Dispersal Order, the introduction and the identification of prolific street drinkers and shoplifters to be issued with Community Protection Orders, resulting with imprisonment of certain offenders. The LPDG will identify geographical locations within a defined area that is having an impact on the community. Pull partners together to coordinate a response to reduce Crime, ASB and community tensions in this location.

Promoting Northfield - capitalising on the high street's 'retail plus' offer.

- Northfield Christmas Trail - the BID is working with High Street Safari in the 'Hunt for the Lost Toys', a storytrail experience where players visit 10 Christmas present artworks in shop windows, collecting unique QR codes to scan, to display Christmas Imps in augmented reality.



- Continuing to upload, update and maintain the BID website and Facebook pages for Visit Northfield and Northfield BID.

Supporting Northfield - influencing the decision makers when considering Northfield Town Centre issues and concerns.

- Newsletters, including this one, are hand delivered to Northfield Town Centre businesses by BID officers. The summer edition summarised the BID's finances for April 2021 to March 2022 and introduced the BID Company's new BID Chairperson, Tracy Prior.
- Annual General Meeting (Open Forum) was held on 24th November. Attending businesses raised their concerns to the BID Board and BID officers. Details of the discussion can be found in this edition.

Annual Open Forum

24th November 2022

- The BID was one of the partners that provided information and empirical evidence to support Birmingham City Council's application to the Government for Levelling Up Funding to regenerate Northfield high street. An announcement is expected at the end of this year.
- Continuously disseminating Government or Birmingham City Council information to businesses using various communication channels, such as WhatsApp, Facebook, newsletters and face-to-face.

For 2023, the BID will continue to work in delivering the BID3 Business Plan that was endorsed on the BID ballot in November 2021.

On behalf of Northfield Town Centre BID, we would like to thank you for your continuous support. You can contact the BID officers (see page 6) from 9am to 5pm, Monday to Friday, to address any issues relating to the maintenance of Northfield Town Centre.

On Thursday, 24th November, the BID Company held its Annual Open Forum Meeting, a less formal discussion setting than a formal Annual General Meeting at Northfield Baptist Church at 6pm.

Although the Birmingham Northfield Member of Parliament's representative was to be in attendance to take back the businesses discussion points, unfortunately, there was an absence from the MP's representative (who has since apologised. The MP has now visited each of the business owners that attended on 2nd December 2022.)

The issues discussed and to be raised with the appropriate council departments, West Midlands Police and Gary Sambrook, MP for Birmingham Northfield:-

- a. Parking issues mainly parked delivery vans on the pavement, preventing customers from using the pavement safely (south end of Bristol Road South, Northfield Town Centre).
- b. Businesses complained that they could not get through to West Midlands Police using the 101 system to report incidences.
- c. It was suggested that the BID should take over the management of the council-owned off-street car parks
- d. Junction of Bristol Road South/ Bell Lane/Church Road - the timing of the traffic light sequencing needs to be re-examined as the traffic tends to block the yellow box junction, prohibiting continued travel north end of Bristol Road South, Northfield Town Centre.
- e. The High Street Security Service Review - when will this be concluded, as the service makes a massive difference, and it is noticeable when the BID officers are not patrolling the town centre.
- f. People selling illegal disposable vape products to children and young people - action is required.
- g. Youth still causing 'mayhem' on Northfield high street at the end of the school day.
- h. Youngsters on scooters and older people on mobility scooters, speeding on the pavement, and travelling extremely fast past business doorways, could result in an accident.

Thank you to the BID directors and the businesses that attended the Annual Open Forum. Your contribution was appreciated. The BID Company's officers will liaise with the relevant officers responsible for actioning or progressing the issues raised. Any feedback received will be published on the BID's business website and within the following BID newsletter.

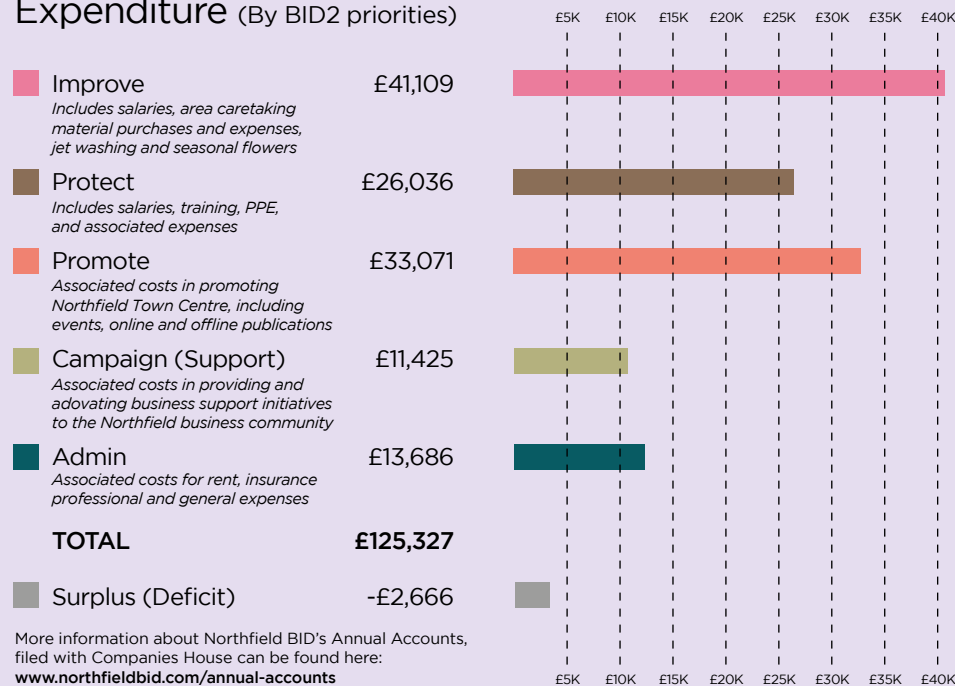
Gary Sambrook, Birmingham Northfield Constituency MP, will hold a business meeting in the New Year - late January/early February 2023. Once a date, time and meeting place has been arranged, the BID Company will let you know the date for your diaries.

BID income & expenditure

April 2021 - March 2022

Income **£122,661** *Includes BID Levy, Grants Received & Income Generation*

Expenditure (By BID2 priorities)




To view our accounts, scan the QR code using your mobile phone. The BID also contributed towards other popular town centre projects as detailed in this budget breakdown graphic.

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

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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




To view our business page, scan the QR code using your mobile phone

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