



BID Newsletter

Autumn 2021



Improving, Protecting,
Promoting & Supporting
Northfield Town Centre





Meet Tony,

Northfield BID Operations Support Officer

For our BID2 campaign message in 2016, our Northfield business community told us that they wanted the Northfield BID to continue services that created a 'clean, tidy and graffiti free' 'high street' for to shop, work, live, visit and to 'do business'.

Well, since the start of the BID term, we have expanded this service and created the Operations Support Service for the Northfield BID area.

Tony, our multi-talented 'go to' for all things 'operational' within the Northfield BID area, is our dedicated Operations Support Officer. Not only does Tony carry out the BID Caretaker service (weed removal, litter picking (public & private areas within the BID area), graffiti removal from walls, 'shop' shutters – basically, any piece of street furniture, he also actively manages and monitors all aspects relating to the 'street scene'.

This includes:

- Negotiating, appointing, managing, and monitoring of the annual jet washing programme.
- Negotiating, appointing, and monitoring Northfield Christmas lighting with the lighting contractors and Birmingham City Council City Operations Team.
- Organises and attends the monthly walkabouts with Kier (Birmingham City Council) to ensure the local authority is following and acting upon the Highways baseline/ service level agreement.
- Actively supervises and monitors the key performance indicators for High Street Security Officers, Tom and Ben.
- Actively manages the number of street entertainers charity collectors from the public and private sector, to ensure that they have the correct licences in place, and that Northfield is not inundated with 'rogue' collectors, collecting for immoral aims.
- Actively monitors Birmingham City Council's Waste Management service, to ensure that the local authority are adhering to the Waste Management baseline agreement.
- Works with the High Street Security Officers to regularly meet and discuss business crime and anti-social behaviour issues of concern with partners, such as West Midlands Police, Birmingham City Council, Birmingham Community Safety Partnership, local and consistency politicians, to name but a few.

Tony is also a qualified pest controller, assisting different business sectors, but mainly within the food sector.

As a pest controller, Tony is responsible for making sure that business are observing to their public health responsibilities.

Tony is a true professional, and prides himself on being a problem solver, hands-on with great attention given to detail. Tony has a great passion for Northfield Town Centre, and since 2006, he has seen the yesteryear of Northfield before the BID.

He doesn't want Northfield Town Centre to return back to those days, without seasonal florals, dirty unkempt 'high street' with graffiti ridden shutters, fly tipping and flyposting on street furniture.

In October to November 2021, the Northfield business community will be asked once again to consider taking part in the renewal for Northfield BID for a third term.

Once again, you will be asked to vote upon the priorities and services that the BID hope to provide for a third term. The service that Tony provides will be under the priority of 'Improving Northfield'.

We hope that if you would like the service that the BID Operations Support Officer provides for Northfield Town Centre, we hope that you will be favourable in supporting the BID for a third term.

We would like to continue providing the excellent work of the BID Operations Support Officer, with new and continuing BID services for the next BID term.

Look out for the business plan coming your way, on 7th October 2021.



Digital

Literacy Project for the over 50's

The Digital Literacy Project established by Northfield Community Partnership (NCP), Age UK Birmingham and Gateway Family Services CIC will be helping people over 50 within the Northfield and Edgbaston constituencies to receive help to get online and use the internet to improve their health and wellbeing - both economic and social.

This is thanks to the funding provided by Heart of England Community Foundation. The project started in June 2021 and includes access to laptops which they can borrow.

The project was conceived after the realisation of the lack of digital literacy support, knowledge, and access to devices. Older people can now have access to a digital lending library that can provide learners with access to a laptop with data, training, and ongoing support from the project team.

With approximately 43,000 older people living in the Northfield constituency, older people are less likely to have home internet access (18% of over 64's do not have access) as well as those in lower socio-economic households. Some economic factors do not allow for ownership of devices and data.

If you would like to know more, or get involved with the project, contact Pauline via email at pauline@northfieldcommunity.org





Meet Andy Wakefield,

Principal of The Edge Academy, Northfield.

I was immensely proud to be appointed Principal of The Edge Academy (11-16 alternative provision school in Northfield) in 2018 and am thoroughly enjoying what is now my fourth year in role. I live locally, was born and bred in Northfield and have a great affinity for the academy having initially joined it as Vice Principal before becoming Principal. Prior to joining The Edge, I started my career as a French teacher, became a Head of Year and went on to work on senior leadership teams for ten years in three secondary schools in Nottinghamshire and the West Midlands.

The Edge Academy aims to be a welcoming, stable and friendly place for our students. We aim to provide the best possible environment for students to learn and develop with an understanding of the world around them. Together, we strive to bring the best out of our students, ensuring that they maximise their potential and are prepared as

fully as possible for reintegration to mainstream education or for progress to further learning and life – be that post-16 study, employment or training. Full details of our '**Safe, Ready, Respectful**' curriculum can be accessed on the 'curriculum' tab of our website or directly by going to www.theedgeacademy.co.uk/curriculum/

Our aim is to offer what our students need to help them make the most of their potential. This requires a highly flexible approach, specialised skills and lots of experience in working with young people with additional needs. Our challenge and motivation is to be the best Alternative Provision in Birmingham.

At the Edge Academy, we challenge students to take responsibility for being **SAFE**, modify their behaviour, improve attitudes to school life and make academic progress across the range and breadth of curriculum opportunities available.

In addition to classroom-based learning, students are provided with enrichment opportunities throughout the academic year.

We respect that all of our young people are individuals from a diverse range of backgrounds and life-experiences. We passionately believe that by assisting them to overcome their personal barriers, they should be entitled and **READY** to access the full-range of opportunities available in society.

One of our core values is to place children and families first. At The Edge, our families get to know the teams who support their child well and are actively supported to work in partnership with professionals. Right from the start, we make sure that we are **RESPECTFUL** to spend time listening to our young people and their families to find out as much as we can, as together we develop the start of their Edge learning journey.



We continually develop and adapt our support for each family, so that whilst caring for their children, we also acknowledge our responsibility to listen to and understand the needs and priorities of parents and carers.

It is a privilege for me to lead a dedicated team of staff and we are keen to develop our links with parents/carers and the wider community.


Please feel free to contact me directly via email at andrew.wakefield@theedgeacademy.co.uk if I can be of assistance in any way, we aim to communicate regularly with the community through our website, letters and our social media platforms.


 www.twitter.com/edgenorthfield

 www.facebook.com/edgeacademynorthfield

 www.linkedin.com/company/the-edge-academy-northfield/

 www.youtube.com/channel/UCecMYPWTNC-DYEbioHbBFvA

 www.instagram.com/theedgeacademynorthfield

 www.snapchat.com/add/edgenorthfield

Finally, in July 2021, we were delighted to share our latest OFSTED inspection report which confirms that we are now officially judged to be a 'good' school.


To find out more about our incredible journey since 2018, visit www.theedgeacademy.co.uk/ofsted-inspection-update-july-2021-the-edge-academy-is-now-graded-good/



Contact us,


to get involved with any of our projects, or if you think that you have a new project idea to fill in the gaps or add 'additionality' to BID services.

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Thomas Brueton & Ben Pache
High Street Security Officers

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Social media - free advertising

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.



B2B Facebook promotions:

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

 [www.facebook.com/
NorthfieldBID](https://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

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
 [www.northfieldbid.com/
bid3-campaign-2021](http://www.northfieldbid.com/bid3-campaign-2021)

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