



Why Your YES Vote Matters

Northfield Town Centre BID is seeking a fourth term. Without it, Northfield Town Centre **would lose more than £600,000** in critical BID services — including business community safety patrols, graffiti removal, annual jet washing, Christmas lights, social media and informational marketing, and business support.

Over the past 5 years, through one-to-one conversations, surveys, the mid-term review, and more recently, the feasibility and consultation for the business plan, you have told us your priorities:

- **A safer Northfield High Street**
- **A cleaner environment**
- **Strong promotion of your business and of Northfield Town Centre's diverse "retail plus" offers**
- **Practical business support, advice, and supporting Northfield Town Centre's needs to decision-makers**

Northfield Town Centre BID4 will strengthen what works.



Protecting, Improving, Promoting & Supporting Northfield Town Centre

What We Delivered (so far) in BID3

Improving Northfield - Cleanliness & Caretaking

- **2,210 m²** of Town Centre paved areas jet-washed.
- Over **205** graffiti tags removed from business shutters, street furniture, and other privately owned units.
- **125** fly posters removed from publicly owned benches, lamp posts, and pedestrian railings.
- **Twice-yearly** floral floor planters maintained.
- **29** bollards installed (with Government funding) to protect the Town Centre's pavements from vehicles mounting kerbs.
- Christmas lighting scheme funded annually.



Protecting Northfield - Safety & Security

- **7,128+** hours of business community safety patrol service.
- **18,570+** welfare checks for the business community
- **£1,000s** in recovered stolen goods (September 2025 to August 2026).
- **24/7** safety control centre operated by Northfield Shopping Centre and the business community safety service.
- Retail radio scheme (**20+ businesses**).



What We Delivered (so far) in BID3

Improving Northfield - Cleanliness & Caretaking

- Troubleshooting and assisting businesses with conversations that need to take place with Birmingham City Council departments and West Midlands Police.
- Providing businesses with advice and support on business plans, grant and funding applications, and marketing.
- Generating additional income for the BID by working with a marketing promotions company. Northfield BID generated approximately **£38,000** for town centre reinvestment.
- Regular informational newsletters and updates.



Promoting Northfield - Marketing & Promotion

- **887,000+** combined Visit Northfield Facebook and Instagram impressions, with a **30-35%** audience growth.
- Interactive Christmas trails to encourage visitors to the Northfield Town Centre to discover new retail businesses, hospitality, and other services that chose to “do business” in the Northfield Town Centre.
- The Shopfest event (March 2023) boosted the Town Centre’s footfall by **30%** compared with the previous year.



BID4: Our Plan for 2027-2031

Protecting

- ✓ Protecting Daily health and wellbeing.
Business checks and patrols, expanding the use of the current retail Storennet radio schemes.
- ✓ Continued ASB partnership with Birmingham City Council and West Midlands Police, and rogue trader management.

Improving

- ✓ Improving Caretaker service.
- ✓ Biannual seasonal planting.
- ✓ Annual jet washing (paving and tarmac).
- ✓ Annual Christmas lights programme.

Promoting

- ✓ Annual family Christmas events, Book of Savings.
- ✓ Promoting Professional "Visit Northfield" social media marketing.

Supporting

- ✓ Supporting the Annual Business Forum (with guest speakers).
- ✓ Energy-reduction partnerships.
Grant/funding applications to support the planning and regeneration of the Town Centre and assisting/supporting businesses to troubleshoot essential business services.

Ballot Information

22nd October – 19th November 2026, 5pm.

For the BID to continue, the BID must succeed by number and rateable value. BID4 will begin on **1st January 2027** if the ballot has been successful.

A **YES** vote keeps Northfield safe, clean, visible and supported.



For further information about the BID4 Business Plan, please contact

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