



BID Newsletter

Christmas 2021



Improving, Protecting,
Promoting & Supporting
Northfield Town Centre



The results

are finally in!...

On 19th November 2021, Northfield Town Centre BID (otherwise known as Northfield BID) was successful in its second renewal of the BID services and projects that were detailed in 'Our Plan for Improving, protecting, promoting and supporting Northfield Town Centre (2022-2026)'.

An overwhelming vote of confidence by the majority of the Northfield business community voted 77.68% by number and 70.23% by rateable value, cemented a third term for the BID, to start working towards meeting our priorities as from January 2022 to December 2026.

At our first meeting in January, the BID Board, along with the BID management team will start to plan and deliver upon the projects and priorities, determined through our conversations with you. We are so looking forward to our continuing partnership in creating a competitive advantage for Northfield Town Centre

as a local centre, and the Northfield business community that chose to do business here, in our unique value proposition, differing from other neighbouring local centres. We aim to play a significant role, working in collaboration with local decision makers to 'regenerate' Northfield Town Centre, so as to restore 'business and customer confidence' as we look towards becoming the principal 'retail plus' local centre in South-West Birmingham.

Our 'Yes' vote is attributed to the work of the BID officers, who have worked extremely hard to improve Northfield Town Centre for the better, and we hope for your continued support as we journey into our third term.

On behalf of the Northfield BID Board of Directors, and the BID officers, Marcia, Tony, Tom & Ben - thank you for your support.

**Merry Christmas and
Happy New Year!**



Come on down!

Calling all you budding potential directors...



We are just about to start our third term, to continue the excellent start that Northfield BID has achieved to date. On our very small budget, we have achieved so much more than we could have possibly achieved when we first started out in January 2012. As we said in our business plan proposal, we have done so much, and we know we have so much more to do. We want **YOU**, **YOU** the business owner, branch manager with your expertise to join the other BID directors as we look to implement our third business plan.

We are looking for budding directors who have a **'passion' for Northfield Town Centre** and can see objectively what needs to be achieved to meet the business plan objectives for the remainder of the third term. Whilst we will welcome all types of **business and administration** expertise, we would also welcome 'perspectives' from the **financial, legal and third sector** Northfield businesses who have expertise in income generation

and grant writing. So, does this interest you?

Your Commitment?

At the moment, the BID Board meets a minimum 6 times a year, virtually, with an AGM in person open forum style meeting. The meetings are no longer than an hour and half. Your role as a BID director is to provide strategic and operational direction to proposals presented to the BID Board for their consideration, spend reviewing proposals to ensure the BID's scarce resources are used effectively and efficiently. Being a BID director can a very rewarding experience, providing opportunities to make a difference for the better, as a collective.

So, get involved with making YOUR Northfield Town Centre a much better place for the whole of Northfield, which will not only benefit your business and your customers, but improving the

sustainability of Northfield for the future! We want to make Northfield Town Centre a 'destination of choice, rather than a destination of necessity!'

Why don't you join us?

For further information about being a Northfield BID director, please contact:

Andy Clarke
Northfield BID Chairman

✉ phase2hair@gmail.com

Marcia Greenwood
Northfield BID
Town Centre Manager

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BID Levy billing

(from January 2022 to March 2022)



Just a very quick reminder...

All businesses that have a property rateable value over £3,500, and are not exempt from payment of BID levy, will be receiving a levy bill from Birmingham City Council for the remaining part of the financial year (to cover for BID services until 31st March 2022).



The endorsed business plan details the new BID levy arrangements for the new BID term. The BID levy has slightly increased by 0.1% (1.7%) as from 1st January 2022. 1.7% levy per premises rateable value will remain static until 31st March 2023 (utilising the 2017 Local Non-domestic Rating List).

You will then receive an annual BID levy bill in February 2022, to cover the new financial year starting 1st April 2022 to 31st March 2023. That means that you will be receiving **TWO** BID levy bills in total to cover January 2022 to March 2023.

If you have any queries or questions, please contact us. Our details can be found on page 6.

Merry Christmas
AND HAPPY NEW YEAR

Funded training

to help you achieve your goals in 2022

Adult Skills for Work can support residents aged 19+ and in employment with:

- Qualifications to progress in your current role
- Skills to increase your earning potential
- Gain industry recognised and accredited qualifications
- Progression to higher level courses or apprenticeships

The programme delivers a variety of training, including:

- Business Management
- Construction
- Digital/ICT
- Engineering and Manufacturing
- Functional Skills
- Health and Social Care
- Warehouse and Storage

Upcoming Opportunities!

Are you interested in a career in IT or looking to progress within the sector? Why not complete a Level 3 qualification in Computer Coding or Cyber Security.

These qualifications are great for anyone wanting to become a software developer, IT Security Technician, or a Cyber Security Consultant.

For more information,
please contact Alex Johnson



07458 144622



alex.johnson@serco.com



www.serco-asw.com



[www.facebook.com/
adultskillsforwork](https://www.facebook.com/adultskillsforwork)

Adult Skills FOR WORK

Functional Skills Entry - Level 2

This course will help you:

- Reach the level of English and Maths that employers are looking for
- Improve your writing, reading, speaking and listening skills
- Improve your maths and problem-solving skills using real life context
- Develop knowledge, skills and understanding to respond to situations effectively and independently
- Increase confidence and motivation to support further learning and career progression


Funded by **West Midlands Combined Authority**

Delivered by **serco**

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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Follow us online and on social media

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

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