



NORTHFIELD TOWN CENTRE BID2: 2017 – 2021



A business plan for the renewal
of Northfield Town Centre
Business Improvement District

**COMING TOGETHER,
KEEPING TOGETHER,
WORKING TOGETHER.**

welcome to
**NORTHFIELD
TOWN CENTRE**

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In Brief

How does the BID Work?

Northfield Town Centre Business Improvement District (the 'BID') is:

A defined area in which town centre businesses invest collectively in local improvements to enhance their trading environment and secure added value to their business.

Operated by an independent, business led 'not for profit' company accountable to the local business membership and managed by a full time Town Centre Manager.

Funded by all eligible business occupiers contributing a fair and transparent levy, (based on the rateable value of their premises), 100% of which is ring fenced for investment in the BID area.

Securing significant additional commercial income, grants and voluntary contributions from other stakeholders.

Delivering projects and services additional to those provided by Birmingham City Council and West Midlands Police.

Active because the majority of businesses (both by number and rateable value) voted YES in a ballot in 2011 to give the BID a legal mandate for an initial 5 years, ending in December 2016.

What are the major benefits to local businesses and organisations?

Over £600,000+ additional investment over the initial 5 year term.

Control over improvements and enhanced services that improve Northfield Town Centre.

Stronger voice by acting together to influence the issues affecting Northfield.

Increased footfall, repeat visits, consumer spend and business activity.

Increased confidence to secure public and private sector investment.

Northfield Town Centre's positive profile raised through effective marketing and promotional campaigns.

Partners in public, private and voluntary sectors working together to co-ordinate cost effective activities and projects for the benefit of customers, visitors and employees.

Reductions in crime and the cost of crime.

“The Royal Orthopaedic Hospital is very proud of its involvement with the Northfield BID. We employ and treat many Northfield residents here, so being part of the BID is very important to us. The Northfield community has a lot to offer, and the BID does a great job of bringing together businesses and organisations for the good of everyone.”

Professor Philip Begg, Royal Orthopaedic Hospital (NHS Trust)



Message from your BID Company Directors

In this Business Plan, the Directors of the BID Company set out the case for the Northfield Town Centre BID to be renewed for a second term starting in January 2017. As quoted by Henry Ford, our campaign message for your continued support is simple:

“Coming together is a beginning,
keeping together is progress,
working together is success”

Northfield Town Centre is the principal local centre and only BID in South West Birmingham. However, we cannot be complacent when there are both local challenges, not least developments in Longbridge and Selly Oak and national issues affecting Northfield's future.

This is a crucial time for the BID – we have achieved so much since January 2012. We acknowledge that there is still much more to be done over the next 5 years. Whilst the BID is not a panacea, there is **so much more to lose** by not continuing with the improvements and investment that the BID delivers.

The BID still aims to create and instill a sense of pride by encouraging businesses and their customers to be continuously proud of Northfield Town Centre and its achievements to date – in creating a place where people love to work and shop.

This plan sets out the BID's work to date, achieved because of your collective investment, and our proposals for the continuation of the BID beyond 2016. It has been prepared following extensive consultation and feedback from a wide range of our businesses.

Please take time to consider the Business Plan. Take a look at the new and exciting projects that you, the business community, have asked us to include in the business plan for the next 5 years.

We are asking you, as the Town Centre business community to trust the BID and for us to continue to 'do the right thing' for the diverse community that we all serve.

We urge you to have your say on the future of the Town Centre and seek your continued support in the forthcoming ballot. Please vote YES!

PHASE 2
PREMIER SALON

Andy Clarke
BID Chairman
Phase 2 Salon

**UNITED
CARPETS**
WOODFLOOR & BEDS

Andy McLeod
United Carpets

 **Flower
Centre**

Joy Gill
The Flower Centre

Sainsbury's

Helen Sanders
Sainsbury's



Carl Brown
CeX

Northfield
SHOPPING CENTRE

Adam Meade
Northfield
Shopping Centre



Sgt. David Lamerton
West Midlands Police

 **Birmingham City Council**

**Councillors -
Randal Brew and
Peter Douglas Osborn**
Birmingham City
Council representatives

Nigel Peardon
Community
representative

The Business Case for Northfield BID Renewal 2017 -2021

In June and July 2016, businesses within the BID area will be invited to vote via a postal ballot to continue the BID for a further 5 years from 1st January 2017 to 31st December 2021. There is a strong business case to support a second positive vote from Northfield businesses and ensure that the Town Centre continues to be customer focused and investment friendly.

Future of the High Street



Northfield Town Centre offers the 'retailing plus' experience to its large and diverse customer base. Whilst acknowledging the pressure upon household budgets, restricted wage growth and higher than average unemployment amongst its customer base, Northfield continues to offer a 'value' shopping experience and this offer has helped maintain trade and kept vacant shop levels low. Critically, the Town Centre also offers a range of hospitality, business and community services, leisure, eating out, education, churches and community organisations which all help to drive footfall.

“The ‘BID’ gives much needed added value and services to the area, it would be extremely detrimental to Northfield to lose what’s already been achieved over the last 5 years.”

**Andy Clarke,
Chairman of Northfield Business
Improvement District
PHASE 2 Premier Salon**

South-West Birmingham

Northfield has one of the largest catchments of any of Birmingham's local centres but there is still the potential to fully capitalise on this capacity. Increasing competition from the internet, new out-of-town supermarkets and other 'local' centre developments, such as Longbridge and Selly Oak, will provide significant competition for customers and trade.

Clean, attractive and welcoming environment

Considerable progress has been made in recent years in creating a safer and more welcoming, cleaner, greener environment that is more customer friendly. This remains of paramount importance and the BID continues to work with partners to improve the Town Centre's environment and its accessibility, continuously promoting crime and antisocial behaviour reduction measures and addressing perceptions about safety. This is seen as key to the Town Centre's future trade and investment.

Victoria Common

An important gateway into Northfield Town Centre and part of the BID area, Victoria Common gained Green Flag status in 2015. The Green Flag Award Scheme is the benchmark national standard for parks and green spaces in the UK.

The BID supported, encouraged and welcomed the considerable investment by Birmingham City Council within Victoria Common, resulting in excellent facilities such as: outdoor gym equipment, two children's play areas, a multi use game area, tennis courts, a walking 2km route, football pitches and a picnic garden.

Northfield Regeneration Framework

This adopted planning guidance aims to encourage further public/private investment into the Town Centre, and promote investment and regeneration in areas such as the Northfield Shopping Centre, Northfield Pool and Fitness Centre and Prices Square. The BID has encouraged and supported additional public and private sector investment in Northfield Town Centre by actively promoting and campaigning and will continue to do so.

Public Private Partnership

Increasing pressures on the budgets of Birmingham City Council and West Midlands Police and the expectation to 'do more with less' are a major consideration for the BID now and for at least its next five year term. Whilst BIDs do not 'plug the gap,' they can assist by working with such organisations to influence the delivery of services and investment in a Town Centre. Your BID has in its first term secured an additional £100,000 direct investment by the City Council in the town centre environment and is working with them to bring forward the development of a new Leisure Centre and further redevelopment plans. The BID has also secured new funding from West Midlands Police, initially of £4,155, to improve the Retail Radio Scheme.

Involving local businesses

The BIDs Board and Management are not complacent and see further potential to promote the vitality and viability of the Town Centre by engaging more local businesses, their leadership, expertise and commitment.



Northfield Community Partnership



The BID evolved from the Northfield Town Centre Partnership, which was recently renamed 'Northfield Community Partnership' to reflect its charitable status and its wider remit.

The Town Centre Partnership was initially pioneered by local business leaders, community leaders and local people to address the collapse of the MG Rover group. Eventually two clear strands evolved from the initial work of the partnership - business and community.

From its humble beginnings, the Northfield Community Partnership now delivers a range of vital services contributing to the overall wellbeing of the local community.

This includes job support, volunteering opportunities as well as health and financial services. By matching local people to local job opportunities, encouraging investment in the Northfield Community, advocating and supporting the interests of Northfield, whilst delivering (in conjunction with the BID) high quality events and festivals to encourage people to visit, promote local talent and put Northfield 'on the map' as a vibrant town.

Northfield BID and Northfield Community Partnership, each with their clear remits, will continue to keep their initial focus at the root of their work.

“Our two sister organisations work extremely hard to create an environment where people’s needs are met and businesses are supported to create a thriving retail environment. Our recent partnership work included Northfield Beach, and Northfield on Ice - these projects have helped to increase the footfall within the Town Centre.”

**Rebecca Debenham,
Northfield Community Partnership**

BIDs Work

With over 220+ BIDs currently operating within the UK, businesses are recognising the direct local benefits and continuing to vote through new investment. Birmingham currently has 11 of these BIDs – 5 within the City Centre and the remainder in local centres such as Northfield.

Value for Money

With a modest annual budget, the Northfield BID has developed as an effective force for local change and improvement, providing 'value for money' and tangible benefits. We have again secured agreement from Birmingham City Council that there will be no charge to the BID Company over the second term for collecting and transferring over the BID Levy during its second term.

The Plan

MUCH Done - 2012 - 2016 Building on our achievements

We need your support to sustain and build upon the successes and achievements since 2012. Your business priorities that were developed within the first business proposal helped shape the 3 main areas of activity:

1. Improve

- a. Clean – really clean!
- b. Safe & Secure
- c. Greening

2. Promote

- a. Promotion & Marketing
- b. Events

3. Support

- a. Business 'Voice'
- b. Business Network
- c. Business Support

“The Town Centre retained its Christmas lights and more despite the cutbacks. This is in stark comparison to other local centres that had no lights at all this year and others that will be without next year. This could happen to Northfield.”

Joy Gill,
The Flower Centre



Improve Projects

We promised to provide additional services to those provided by the City Council, to create a cleaner and improved street environment. Here are some of the ways in which the BID has delivered and achieved these improvements:

Deep Cleaning the Town Centre

At least 13,394.75 sq. metres of paving stones and 3047 sq. metres of tarmac have been washed/deep cleaned annually by professional environmental cleaning companies, in addition to the hotspot area within the Northfield BID area;

BID Caretaker

The targeted BID Caretaker and Maintenance service provides an instant response to your requests. To date, the service has:

- Returned 225 trolleys back to their stores;
- Litter picked and removed 465 bags of rubbish from hot spot areas;
- Graffiti removed from the walls and shutters of 180 businesses;
- Removed 315 fly posters from street furniture; and
- Cleared 315 fly tipped sites on behalf of the business members.

Retail Crime Partnership

At least 90 businesses benefited from the development of the Retail Crime partnership, which included the provision of retail radios (approx. £45,000), offender photo schemes (approx. £6,000) and police liaison activities to keep the high street safe and secure;

- ✓ Piloted a high street security service (December 2015) to provide a security officer presence within the high street;
- ✓ Over £8,000 worth of additional funds raised from applications made for external funding to improve the safety of Northfield;

Investment

- ✓ Over £39,000 has been invested to date in seasonal high street planter boxes throughout the high street and summer flowers at the key gateway junctions of the Town Centre;
- ✓ Over £60,000 has been invested on Christmas lights and trees.
- ✓ 38 cigarette nub bins have been installed throughout the Town Centre;
- ✓ Invested over £100,000 in visually improving the town centre in conjunction with City Council's Planning and Regeneration and District Highways officers to reduce and remove unnecessary street furniture, relocate bins and install new demountable bollards on Tay's Corner and Prices Square, to protect the public highway.

Promote Projects

We promised to deliver the Town Centre brand 'Visit Northfield', to ensure that its shopping and service offers were diverse and that Northfield was promoted to a wider and diverse catchment area.

Since the start of the BID, we have given you the benefits of free advertising and marketing, public transport advertising, regular newsletters, customer shopping voucher booklets and street entertainment (in conjunction and in partnership with other Northfield based organisations) to increase footfall along with targeted use of social media sites such as Facebook and Twitter.

We have delivered/provided



- ✓ 6 permanent gateways, BID branded signage at the key entrances to the town centre;
- ✓ Targeted local advertising online (for the BID website) and published profiles of businesses for newsletter distribution, as well use of social networking media;
- ✓ Published and distributed 12 business dedicated newsletters, keeping you informed of news, information and opportunities within the BID area;
- ✓ Over 10 free or subsidised street events with children's entertainment, bringing 'animation' to the high street, including the build up to key holidays such as the start of the summer holidays and Christmas to increase customer footfall;
- ✓ Produced 10,000 printed Visit Northfield and online Town Centre guide/map highlighting the variety of shops, leisure, eating outlets; business and community services, car parking and public transport;
- ✓ Received £10,250 funding from City Council to trial seasonal themed banners on 24 high street lamp columns;
- ✓ 30 advertising panels promoting 'Visit Northfield' over a 12-week period on the London Midland Cross City Lines were used to target at least 193,750 new and returning passengers that travel by train.
- ✓ 11,000 Big Book of Savings printed given out to Northfield customers and visitors at Northfield Beach, Culture Mash and Town Centre events, to increase customer footfall and invigorate trade during the months when high street trading sales tend to fall.



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KEEPING TOGETHER,
WORKING TOGETHER.

NORTHFIELD
-BY THE SEA-

Support Projects

We promised to work with you to support you and your business by providing a business voice on issues affecting trade in the Town Centre, a dedicated 'Visit Northfield' web presence and working with existing and potential investors who are keen to expand or locate in the Town Centre.

“ I find being part of the BID team very useful for keeping up to date with the latest news and developments as to what is happening on the high street. The BID has saved me money with rates relief, the BID also told me about a scheme where we got over £5000 when we employed a local person who had been out of work for more than six months. Being part of the BID team is also a very good way of networking as we have sold many carpets and beds to other BID members as well as their family and friends. I would urge any other business owners who pay the BID levy to get involved.”

Andy McLeod, United Carpets

Since the start of the BID, we have helped you navigate through the numerous City Council departments it can take to resolve your issue or concerns. We have lobbied effectively on your behalf to protect and improve public services and investment for the Town Centre by exploring opportunities available that can benefit your business, such as Birmingham Chamber Premier Membership.

We represent your best interests at local, regional and national level to ensure that we are able to deliver the projects that you wanted delivered within our first term.

We have provided

“ I have worked in Northfield for 11 years and I have witnessed massive improvements within the Town Centre. A lot of work has been done to rectify the paving and I have noticed an increase in police presence. The newsletter is great! It gives an insight as to what's going on. The BID is very important and improvements wouldn't have happened without it!”

Dean Pedley, Iceland

- ✓ Support of a Town Centre manager, who provides access to information, advice and action on current issues and opportunities. The team also share information that may affect businesses;
- ✓ An employment opportunity for an apprenticeship working with the Town Centre Manager, to provide administrative assistance for the BID whilst working towards BTEC Level 2 Business Administration and Management at Bournville College;
- ✓ Dedicated Town Centre Team has assisted businesses upon request in issues related to business rates, BID levy, re-evaluation of rateable values, car parking, the installation and removal of street furniture, empty properties, trading licenses and street markets;
- ✓ Meetings with the Board of Directors via Annual Business and Open Forum meetings to communicate and provide relevant information, as well as promoting local business-to-business purchasing and mutual support;
- ✓ Local businesses benefited from the range of services offered by Northfield based organisations and charities;

We have provided



- ✓ Piloted free business training courses in conjunction with Bournville College. At least 6 businesses took advantage of the 'Marketing Secrets' and 'Introduction to Social Media'.
- ✓ Collaborated with the City Council's Planning and Regeneration in developing the Northfield Regeneration Framework to plan for a diverse variety of shops to the Northfield town centre.
- ✓ Actively lobbied the City Council to ensure that the new Northfield Pool and Fitness Centre is rebuilt in Northfield, rather than in the competing Longbridge Town Centre.
- ✓ BID Town Centre team has worked with contractors and services to ensure that the projects and activities promised within the first BID Proposal were developed and implemented within the Town Centre. New projects were also developed, beyond those that were set out in the original BID proposal.
- ✓ Being 'premier members' of the Birmingham Chamber to ensure that members of Northfield BID receive the best support, advice and opportunities available for their business. Services have included free of charge 24 hour helplines for legal and human resources issues, etc.



“I had help from the BID to help create a website for my business as I felt my business was being left behind. The BID Support Officer was informative, helpful and explained each step so I can learn to do parts for myself. I will definitely be telling other businesses about it!”

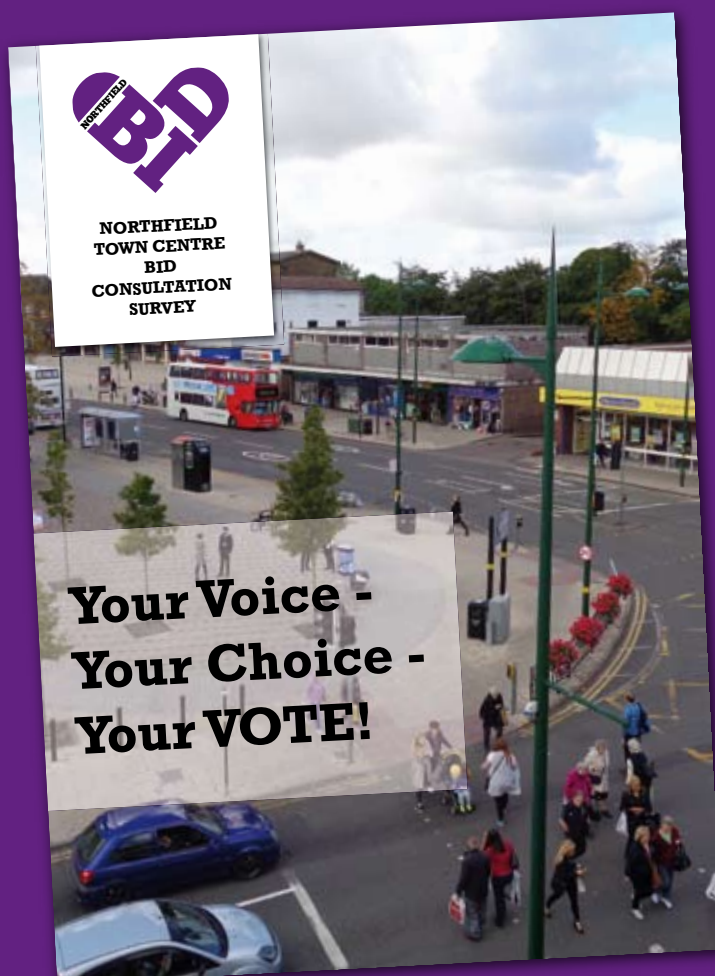
Steve Mallett, S&J Jewellers



MUCH To Do - 2017 - 2021

We have listened...

The BID recognises that different businesses have different priorities due to their business nature, location, opening hours etc. Therefore, not surprisingly, a recent survey with nearly a 50% response rate with business members from a range of business sectors indicated that they would like to see a mix of projects and activities delivered by the BID in its second term.



The Results

There was a strong mandate for the BID to continue into its second term, with many of the responses not wishing to see a decline in the services, projects and services that would disappear should the BID cease to exist. Instead, respondents wanted to see a continuation of existing and the implementation of new projects that would enhance Northfield's offer, showing considerable support and appreciation of the work that the BID has delivered to date.

From the businesses that responded, the highlights included:

“ The BID has improved the area and the flowers look lovely! I enjoyed the Open Forum meeting as it gave businesses a chance to give feedback and to suggest new ideas. Because of the BID, the Town Centre is 100% better than before. We are all investing in Northfield! ”

Roy Williams,
Northfield Market

- ✓ 60% said that the BID Caretaker Service should continue to provide its 'free of charge' services to the BID levy payers; streets to be deep cleaned at least once a year and a continuation of the floral displays within the Town Centre;
- ✓ Over 50% said that they wanted to see the continuation of the High Street Patrols, with enhanced partnership working to combat the incidence of anti-social behaviour within the Town Centre and the continuation of the free/subsidised 'retail radio' scheme for Town Centre;
- ✓ Over 50% said that there should be more free/ subsidised annual events, with ongoing production of redeemable retail/office promotional discount booklets. The majority of the respondents' cited the introduction of customer and employee loyalty schemes as a way to reinvest in the Town Centre. The BID were asked to consider the feasibility of facilitating a regular outdoor market and an annual street fair.
- ✓ Over 50% stated that the BID website and the regular production and distribution of the BID newsletters should continue to inform the BID community of the news and opportunities available to BID levy payers.
- ✓ 59% of the respondents said that they would like a dedicated PR and Marketing Service to work with the BID and the businesses with the BID area, and to consider working with local education providers to provide free/subsidised business support training such as Retail Loss Prevention and Marketing.

We acknowledge that there is still 'much to do' to stay ahead of other competing 'town centres' such as Selly Oak and Longbridge, as well as opposing other threats and challenges that could harm the viability of Northfield Town Centre. We need to continue working with partners to create a trading environment that will appeal and be diverse in its shopping, services and attractions in order to attract a much wider and diverse customer catchment.



Your Business Priorities -

What you can expect in the next 5 years...

After listening to you, the BID2 Business Plan will focus its future programmes and projects on the following four priorities:

- Improving Northfield
- Protecting Northfield
- Promoting Northfield
- Campaigning for Northfield

“My team and I are fully behind Northfield BID. The chance for us to make the improvements we feel are important to sustain and improve our town centre is one we don't want to miss. Northfield has lots going for it - let's shout about it so everyone knows!”

Carl Brown,
CeX

“We are grateful for the flower boxes, etc. The pavement cleaning was very good. It was noticed by lots of our clients.”

John Ford,
Associates

“I believe that the BID has made Sainsbury's part of the community in Northfield and helped our customers and colleagues have pride in our town.”

Helen Sanders,
Sainsbury's Northfield

“If you asked me last year, I was completely against the BID in Northfield but I have realised that they do a lot. I've been here 19 years and I can see the difference the BID makes. The Christmas trees looked wonderful and Northfield cannot be without the cleaning and graffiti removal. Liam and Tony (BID caretakers), the street sweepers and the businesses are working hard to keep the top end of the high street clean and if you have an issue, Marcia (Town Centre Manager) will try her best to sort it! The BID is working and we need it! We all need to work together to promote Northfield!”

Frank Mobed,
Clock Café

Priority 1: Improving Northfield

Customers and visitors to Northfield have shown that there is an appreciation of making visible and physical improvements to the Town Centre thus creating a 'clean, tidy and graffiti free' high street to shop, work, live, visit and 'do business'.

BID Caretaking and Maintenance Service

With this in mind, we promise to continue to provide your business with the **BID Caretaking & Maintenance Service**, with the ongoing free removal of graffiti from businesses premises, free extended litter picking/weed removal service; free installation and maintenance of cigarette nub bins (throughout the Town Centre); and a free fly poster removal service from street furniture.



Cleaning of the High Street

In making a highly visible improvement to the appearance to the Town Centre, we will continue with at least one **washing and deep cleaning of the high street and other hot spot areas** per annum. This will include the removal of chewing gum and stains from paved and tarmac areas within the Town Centre.

Town Centre Aesthetics

We will continue to enhance and maintain the aesthetics of the Town Centre by replanting the **planters with season floral displays**, and continue to provide the **summer flower boxes** at key junctions of the Town Centre.

Active Management

We will continue to work with public and private agencies to actively manage **street entertainers, charity collectors and other marketing and promotions**.

Priority 2: Protecting Northfield (new for BID2)

You have said that the BID should protect ‘what is already in place’ and offer additional services and activities to provide a safe and secure environment for your business, staff, customers and visitors to Northfield.

Retail Radio Scheme

With this in mind, we are planning to continue with the **retail radio scheme**, by facilitating the introduction of new retail radios. The radios will be updated with a ‘like for like’ replacement of the current radios that will allow shops, security, police and CCTV to highlight patrolling officers to an event in action within the Town Centre.

Antisocial Behaviour

You told us that you have concerns around antisocial behaviour that has affected your trade. Therefore, we are going to continue to work in partnership with public, private and charitable organisations, especially West Midlands Police and Birmingham City Council to explore the measures that are available to you and the BID to **reduce the incidence of antisocial behaviour** within the Town Centre.

Facewatch

We understand the importance of sharing intelligence with other businesses and with public agencies such as West Midlands Police, so we will join the **National Facewatch scheme** to provide you with the tools and capability to reduce the crime, cost of crime and the fear of crime in your business. We will grow the network of users of this initiative so that Northfield is part of this alongside other Birmingham BIDs.

High Street Security Patrols

We are also looking to explore and develop the concept of **high street patrols**, by extending the pilot in BID2 to fully implement high street security patrols to assist in high street security issues and provide a reassuring ‘figure’ to you and your customers. High street security will also have the responsibility for the continuation of the BID’s Retail Crime Partnership with its emphasis on providing a ‘safe and secure’ trading environment for the business community, their customers and visitors to the Town Centre.

Park Mark

As recently awarded with a ParkMark Award for its car parking safety and security measures, we will continue to have ongoing dialogue with the owners of the Northfield Shopping Centre, to explore the **feasibility of a reduced rate staff car parking scheme** for businesses and their staff that work within the Town Centre.

“We view Northfield BID as an exemplar of the sort of partnership approach to tackling low level crime that can and does work so effectively when BIDs, using professional security experts such as Matt Beard, collaborate closely with the police.”

Richard Thompson, Facewatch



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Priority 3: Promoting Northfield

We recognise that you are committed to Northfield providing an 'appealing' image and to have diverse shopping services and attractions, with the centre promoted as widely as possible. We will continue to promote Northfield via posters, leaflets, social media and advertising to the widest possible Northfield audience.

Annual Events

With this in mind, we will continue to work with other Northfield based organisations to provide **annual events** (with free and/or subsidised entertainment) in the build up to key holidays, such as school summer holidays and Christmas. We will endeavour to ensure that the impact of planned events are spread throughout the Town Centre.

“The Christmas event provided best value for money and had more things going for it. My children were able to take photos with Santa, the reindeer, the mascots including the giant snow man. Santa Claus was fantastic and the elves did an excellent job in entertaining my two children. It was a fantastic day!”

Chatham Road Resident

Celebrating Christmas

The importance of the festive season can provide a great opportunity for you to increase your trading opportunities to new and existing customers by promoting Northfield as a 'one stop shop' for all their shopping needs. Therefore it is important that we continue to provide an **array of Christmas lights, motifs and tree** to celebrate future festive seasons.

“BID Northfield has significantly enriched the life of the community through arranging and facilitating events such as The Beach and the annual Christmas lights, decorations and festivities. This enhances the image of the Town Centre and keeps it at as a focal point for the community.”

PS David Lamerton, Northfield Neighbourhood Policing Team

BID website

We will continue to maintain and upload important information pertaining to your business on the **BID website**, by updating the business directory and continuing with the free of charge online business profiles. We will continue to maximise the use and growth of the social media presence on Twitter and Facebook.

Little Book of Savings



Your customers have told you that they like the discounts that businesses offer them before and during the school summer holidays. Therefore, we will continue the '**Little Book of Savings**' that will be promoted at events which will create more footfall and will encourage a 'good feel factor'. We will encourage you to get involved as much as possible by working with us in developing and promoting these offers to your customers and promoting new business to visitors at those peak times.

The new areas that you have asked us to look at include '**Love to Shop in Northfield**' customer discount/loyalty scheme and '**Love to Work in Northfield**' employee discount scheme/loyalty scheme. This will encourage your customers and your staff to support the local economy by shop locally and keep business in Northfield.

Exploring New Areas

New areas that are to be explored with other partner agencies include an **annual street fair; annual food festival (with street entertainment)** and working with the City Council's Street Trading and Markets to explore the feasibility for Northfield Town Centre to host a regular outdoor market.

“2015 was the first year that Bonmarché decided to participate in the 'Little Book of Big Savings'- being free, we had nothing to lose! However, it was a very beneficial scheme that helped us to build up our customer loyalty base and gave our business free advertising. It was so popular, we ran out of booklets! We will love to take part next time and I would encourage other businesses to take advantage and get involved; it really does work!”

Esther Rushton, Bonmarché



Priority 4: Campaigning for Northfield

'Campaigning' activities and projects will replace the former 'Support' priority from the first BID Proposal. We will continue to provide support for existing businesses' and will continue to influence decision makers in issues and concerns relating to your business and the strategic and operational role that the BID plays in ensuring that 'your' voice is heard.

Business Training

We have listened to you and we have learnt that businesses are continuously striving to improve themselves, their staff and their trading environment. Last year we trialled **business training courses** that explored marketing secrets and introductory social media, so in the second term, we will continue to work in partnership with local training providers to provide free or subsidised training workshops to help you achieve your business's future goals.

You said that you were interested in **courses related to reducing business crime** such as retail loss prevention, marketing, public relations, risk assessments (including health and safety) as well as website creation, e-commerce and social media. These courses will be on offer as well as anything else that you wish us to deliver to meet your business needs.

Business Support

In providing **business support**, we will facilitate and advocate on your behalf to ensure that you are able to concentrate on the running of your business rather than deal with City Council official channels of communication when dealing with issues relating to business. This includes with issues addressing refuse collection, street cleaning, street traders, roadworks, parking issues etc. We are here to do this for you.

Birmingham Chamber

We will continue our discounted **Premier Membership with the Birmingham Chamber** to take advantage of the opportunities that will be available to assist with the day-to-day operation of your business.

Influencing Key Decision Making

In **influencing key decision making**, we will continuously lobby on your behalf for continued and better public services and investment and will help you with any official forms and letters to the best of our ability. We will constantly exploring options that can be available and can benefit your business, including the reduction of major business and savings.



To ensure that our BID is well governed and compliant with industry standard, we are also members of the national bodies such as **British BIDs (BB)** and **Association of Town and City Management (ATCM)**.

How will the BID's performance be monitored?

Keeping the BID 'on track' and monitoring progress will be a priority, both for the impact of BID projects and services, and the efficient investment of BID funds.

We constantly monitor the performance and the impact of our additional work and services and listen to feedback from stakeholders. Analysis will be achieved by undertaking surveys and other available data to allow us to direct resources and respond to the changing environment and local needs.

Regular reporting to businesses, other stakeholders and potential investors will be achieved via newsletters, website, social networking sites and events.

Over the next five years, we will continue to evaluate all of our work, by being adaptable and flexible by providing details of all key activities, insights and learning, and demonstrate a return on investment.

An independently conducted mid-term review will be undertaken of the BID's overall performance will be undertaken.

We will also explore the appropriate accreditation with British BIDs to ensure our quality management systems are robust and provide assurance to the Northfield BID stakeholders that the BID is well managed, has strong governance arrangement in place and that it complies with the Legislation and Regulations which govern it.

Service Level Agreements

As partners in the BID, Birmingham City Council and West Midlands Police will enter into baseline agreements, service level agreements and memorandum of understandings to benchmark and monitor the delivery of relevant existing services. This way, the BID will ensure that the essential basic services are delivered effectively and sustained over its additional 5 year term. The services include:

- ✓ Highways
- ✓ Street Cleaning
- ✓ Local Policing

As well as the baseline agreements, service level agreements and memorandum of understandings, a draft Operating Agreement, that includes data sharing agreements are being negotiated with all the relevant partners and will be available at request and published on the BID website.

Area intelligence

We will continue to monitor performance against local and regional benchmarks, to ensure our priorities and activities are responsive to local needs and issues.



MUCH To Lose -

Life without the BID in 2017 - 2021

As demonstrated, the BID has developed a number of projects and services during its first term. You have a stake in whether the existing and new projects continue into a second term as life without the BID in 2017-2021 would mean:

“In my opinion, the BID’s first term has been a ‘success’ as it has been instrumental in bringing together the traders within the Town Centre. The BID works with local partners to provide a ‘safe, clean and welcoming’ environment for the town with its proactive local management, in providing an effective business voice and providing added value by being business led, local and inclusive.”

Cllr Randal Brew OBE, FCA,
Chair of Northfield Ward

“High Street Security patrols look to provide additional security & safety throughout the year to encourage shoppers and increase the public’s confidence in seeing Northfield Town Centre as a safe and enjoyable place to live, work and shop. This will be achieved by building upon the already strong established links with Northfield Town Centre BID, West Midlands Police, Northfield Neighbourhood Team, BCC CCTV Control Room and retailers within Northfield, where together we will seek to deter any potential acts of criminality such as shop theft and anti social behaviour, but also be a point of reassurance and guidance to members of the public.”

Matt Beard, Kenneth Graham Security



NO MORE £120,000 investment per year in Northfield Town Centre on projects that businesses have chosen and want to see delivered.

NO MORE ADDED VALUE as without the BID, matching funding from other partner agencies and stakeholders could not be used to ‘top up’ the levy ‘investment’ that is for used to benefit the Town Centre. Funding would not be available for investment nor for the initiatives that would solely benefit Northfield as a Town Centre. The funding could be used elsewhere to boost other competing local centres, where partnerships could already be in place.

NO MORE CLEANER STREETS - Without the BID, the streets would not receive the additional services of extra litter picking and annual jet washing and gum removal to keep Northfield’s pavements looking clean.

NO MORE FREE OR SUBSIDISED retail radios scheme or high street security service, which could result in a return to increased retail crime, street drinking, beggars and anti-social behaviour.

NO MORE CHRISTMAS LIGHTS to animate the Town Centre, no more Christmas trees and no more Christmas events in Northfield to celebrate the start of the Christmas season.

NO MORE TOWN CENTRE EVENTS to increase customer and visitor footfall, raise Northfield’s profile and free advertised and published discount schemes that will encourage customers to encourage more customers to spend;

NO MORE BID CARETAKER & MAINTENANCE SERVICE to provide a free of charge graffiti removal service, extended litter pick, rubbish removal on public and commercial land.

Without the BID, the high street will be covered in graffiti; litter picking service will not be provided by the City Council on behind the shops or on private land as a commercial charge will be applied for any removals. There will no longer be control over cigarette nubs as the nub bins will not be emptied. Maintenance of the Town’s public/private car parks and the deodorisation service applied to the Town’s telephone boxes will be discontinued.

“ BID Northfield has been very active in keeping Northfield Town Centre clean and smart. Not renewing the BID will result in these environmental services ending. Our Town Centre could become run down and an unattractive place to visit and shop.”

**PS David Lamerton,
Northfield Neighbourhood Policing Team**

NO MORE HIGH STREET SECURITY PATROLS

– Without the BID, the high street patrols will be discontinued, and will no longer deter potential acts of criminality such as shop theft and antisocial behaviour. There will no longer be a reassuring figure to be a point of contact in providing security advice and guidance.

NO MORE FLORAL DISPLAYS THROUGHOUT THE TOWN CENTRE

as without the BID, there would be no more floral displays at the key entrances into/exiting the high street or seasonal replanting the 42 planter boxes within Northfield.

NO MORE BUSINESS SUPPORT – Without the BID, there will not be a dedicated Town Centre team working with you to assist with finding funding information, help with grants and provide business rated relief information.



NO MORE PROACTIVE LOCAL MANAGEMENT

and representation on your behalf when dealing with public agencies such as the City Council, West Midlands Police, Amey and other utility services. There will no more assistance and support in dealing with official forms and support, enquiries regarding trading licenses, street markets and assistance with the variety of council services. Businesses would have to deal with these agencies with the bureaucracy themselves.



NO MORE FREE COURSES, TRAINING OR WORKSHOPS to upskill you and your staff. All funding would cease for this and businesses would need to pay direct to the training providers themselves.

NO MORE BIRMINGHAM CHAMBER BENEFITS such as free services such as HR, Health and Safety, Employment Law and legal advice and many more negotiated services. Without the BID, the service would cost each business in the region of £411 to £964 per annum.

NO LOCAL VOICE – Without the BID, there would be nobody to lobby for you and your business at the local, regional and national level for Northfield. Decision makers will not be aware of your business needs and requirements, nor be taken into consideration when planning for the future of Northfield and its effects upon your trading environment.

DECISIONS - NOT BUSINESS LED, LOCAL & NOR INCLUSIVE

– Without the BID, there would be no local, inclusive business-led body to represent businesses in Northfield. Northfield BID Board of Directors is made up of local businesses that have an interest in the viability of Northfield's trading environment, who volunteer their time for free to work towards a better Northfield. The BID has been developed by local Northfield businesses, led by local Northfield businesses and deliver services to Northfield businesses on a daily basis.

If you don't want to lose these projects, activities and services that have improved Northfield Town Centre so far in its first term, then VOTE YES from 10th June to 7th July 2016.

“The BID operates several initiatives to improve community safety, increase street cleanliness and to support local businesses by continuing to promote the Town through social media and marketing events. The BID is also a key partner for ensuring that local vacancies are advertised to local people and that we continue to do our best for the community and businesses that we serve”

**Rebecca Debenham,
Northfield Community Partnership**

The Details

Where will the BID operate?

The BID will continue to work with and support all businesses and organisations within the Town Centre which contribute to Northfield's retail, business and community offer.

The BID will continue to promote Northfield as the principal town centre in South-West Birmingham. The following streets are included in the BID area. Due to the layout of the high street, these are either 'whole' or 'in part'.

The BID area currently contains 220+ businesses that are eligible to vote and liable to contribute to the BID levy. The BID boundary remains unchanged.

- Bell Lane
- Chatham Road
- Northfield Shopping Centre
- Bristol Road South
- Frankley Beeches Road
- Sir Herbert Austin Way
- Church Road
- Lockwood Road
- Victoria Common
- Vineyard Road



How will the BID be organised and managed?

Board of Directors

The BID is operated by an independent and private sector led 'not for profit' company, limited by guarantee (Company Number 7889072). The Company consists of a Board of Directors who will be accountable to BID levy payers for:

- ✓ Upholding and promoting the continued vision and objectives for the Town Centre;
- ✓ Delivering BID projects and services efficiently and effectively;
- ✓ Reporting regularly on progress and performance;
- ✓ Promoting the active and continued support of Town Centre businesses and partner organisations.

The Board of Directors will be led by a private sector chairperson and will consist of up to 17 elected places that represent a cross section of business sectors and skills, supported by key stakeholder representatives as follows:

13 Business Directors

- 8 Retailers – multiple and independents;
- 2 Food, Leisure & Hospitality;
- 2 Other services – business & community;
- 1 Property owner

4 Stakeholder Directors

- 2 Birmingham City Council
- 1 West Midlands Police
- 1 Northfield Community Partnership

Subject to the outcome of the ballot, further nominations will be invited and a transparent selection process will be initiated to elect new Directors from January 2017. Service as a director will be voluntary with no remuneration.

Where appropriate to support the work of the BID, additional members may be co-opted to the Board, but will not have voting rights.

Every levy paying business and other organisation making annual financial contributions will be eligible to become members of the company and vote at general meetings.

The BID Board will continue to have the responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction of the BID. The Board will also advise on operational and service delivery issues, oversee performance measurement, and will generally act as the primary consultative and advisory body on BID services.

Each year, the Board members will elect a Chair.

BID Town Centre Manager and BID Town Centre Support

The Board of Directors will continue to employ a BID Town Centre Manager and a Town Centre Support Officer to be responsible and accountable to the Board to ensure that:

- ✓ BID projects and services are implemented;
- ✓ A positive 'voice' for Northfield Town Centre and its businesses is maintained;
- ✓ Local issues and the needs of businesses are addressed;
- ✓ BID levy and additional funds are secured;
- ✓ Effective financial management and report overall progress.
- ✓ Contracting and supervision of contracted services, such as the BID Caretaker Service and High Street Security Management.

“ I have seen the many benefits of having our BID in Northfield. We have achieved many projects and secured funding on top of the BID levy. We have a team to remove graffiti and flyposting as it happens, a security person to aid the police and our town centre manager and assistant to help co-ordinate all our achievement's and chase up the council and utilities when their actions, or lack of them, affect us.”

Joy Gill, The Flower Centre



“ Voting 'Yes' for the BID is in the best interest of all of the local businesses as the BID will help to ensure that Northfield continues to be a safe and pleasant destination to visit.”

Adam Meade, Northfield Shopping

What additional investment will the BID deliver?

A cautious approach has been adopted to budgeting for the second BID term.

The proposed budget allocations for key delivery programmes, town centre management and overheads for the next 5 years of BID2 are outlined in the table. Budgets will be allocated to reflect progress with initial projects and future priorities based on feedback from businesses and visitors.

During the first term, the BID had considerable success in generating additional revenue within the 'Improve' and 'Promote' priorities. The additional income generated since January 2012 was £80,000+. We expect to build on this for the second term but have budgeted cautiously. The BID has set itself an additional income generation target of 10% of levy annually.

Appropriate administrative arrangements will be put in place with a commitment by the Board to keep overhead **costs to a minimum and to direct maximum resources** to frontline projects and services. It will seek in-kind and pro bono support from partners to cover operational costs and voluntary contributions to support the budget. The overhead costs include premises and rent, professional, legal fees and management costs.

“The BID is succeeding in bringing Northfield residents and local Town Centre businesses together in providing an offer that promotes and improves Northfield.”

Nigel Peardon, local resident and BID Director

The Small Print:

- In developing the rules that will apply, consideration has been given to 'The Industry Criteria and Guidance Notes for BIDs' (2015) published jointly by the British Retail Consortium, the British Council of Shopping Centres, the British Property Federation, the Inter Banking Rating Forum and the Federation of Small Businesses.
- The BID process is governed by the 'Local Government Act 2003' and 'The Business Improvement District Regulations 2004'.
- Provided that the BID is meeting its overall objectives, the BID Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate plans would require an alteration ballot.
- There are no costs relating to the continuation of the BID that will need to be repaid during its second term.
- Northfield Town Centre BID Ltd will publish copies of annual statutory accounts and financial statements on its website and provide these to Birmingham City Council.



Vote YES! ☒

Projected 5 Year Budget (2017 – 2021)						
The average annual levy available to be spent by the BID for the term is approximately £112,000.						
Income (ex VAT) (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total (All Years)
BID Levy Income	112,000	112,000	112,000	112,000	112,000	560,000
Projected Income Generated (including Reserves from BID1)	22,000	22,000	22,000	22,000	22,000	110,000
Total Income (£)	134,000	134,000	134,000	134,000	134,000	670,000
Expenditure (£)	Year 1	Year 2	Year 3	Year 4	Year 5	Total (All Years)
Improving Northfield	40,000	40,000	40,000	40,000	40,000	200,000
Promoting Northfield	30,000	30,000	30,000	30,000	30,000	150,000
Protecting Northfield	12,000	12,000	12,000	12,000	12,000	60,000
Campaigning for Northfield	2,000	2,000	2,000	2,000	2,000	10,000
Town Centre Manager ⁴	34,400	34,400	34,400	34,400	34,400	172,000
Expenditure (£)	118,400	118,400	118,400	118,400	118,400	592,000
Operational Costs ²	10,000	10,000	10,000	10,000	10,000	50,000
Contingency 5% of Levy Income ³ (as per Industry Guidelines)	5,600	5,600	5,600	5,600	5,600	28,000
Total Expenditure (£)	134,000	134,000	134,000	134,000	134,000	670,000

¹ Subject to the finances of the BID in Year 5, any reserves will be carried forward into BID2 Year 1 additional income.

² Operating Costs are estimated as less than 10% of total expenditure over the course of the second term. This includes premises, rent, professional, legal fees and management costs.

³ A contingency on expenditure provides for non-payment of billed levy and excessive costs over the course of the second term.

⁴ BID Assistant's costs have been allocated across the four delivery priorities.

Historically, Northfield BID has collected over 95% of BID levies owed and this rate has been applied throughout its first term. The collection rate for Northfield BID is above average for the industry.

How will this additional investment be funded?

The principal source of funding is the annual BID levy which will be applied to business ratepayers within the BID area, as follows:

- The levy will be set at 1.6% of each premise's rateable value in order to deliver the initiatives outlined in this plan. This will remain fixed for the duration of the second term.
 - The BID Levy will be applied to hereditaments (premises) with rateable values of £3,500 and above, with the exemption of private car parks, ATM's, telecommunication masts, advertising hoardings and manufacturing sectors as assessed in the 2010 Local Non-domestic Rating Listing as at 1st April 2016.
 - There will be no adjustments during the year to reflect changes in individual rateable values due to appeals. Changes in values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following year.
 - Where a property is taken out of the Rating List, the BID Levy will apply up to the day before the effective date of removal and the annual BID levy will be apportioned accordingly. Where a new assessment is brought into the Rating List, the BID Levy will apply from the effective date as shown in the Rating List. The annual Levy will be apportioned on a daily basis.
 - The owners of the Northfield Shopping Centre are supportive of the BID. Retailers within the centre who meet the criteria for BID Levy will be entitled to vote in the BID ballot. Untenanted units and any other common space within the Shopping Centre which qualifies for a BID Levy will also be entitled to a vote. In this instance, the property owners will nominate their eligible voter to vote in the BID ballot.
 - The minimum BID Levy will be £100 per annum and maximum BID Levy will be capped at £10,000 per annum.
 - Registered charities will pay a £100 annual levy.
 - No relief is proposed for vacant, untenanted premises. Where, at the time of the ballot there is no current occupational lease, liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.
 - As in the first term, there will be no other discounts or exemptions. The BID levy will not be affected by the small business rate relief scheme or any discretionary relief granted.
- During the second term of the BID, we will continue to raise **other potential sources of additional income** to increase its budget and investment in the Town Centre. This will be achieved through from many source including:
- Commercial sponsorships and income generation.
 - Potential grant sources.
 - Voluntary contributions from property developer/owners (where not covered by the BID levy arrangements).

Birmingham City Council, already a committed supporter of the BID having made significant financial and practical contributions to its development phase, has confirmed that it **will collect the levy at no**

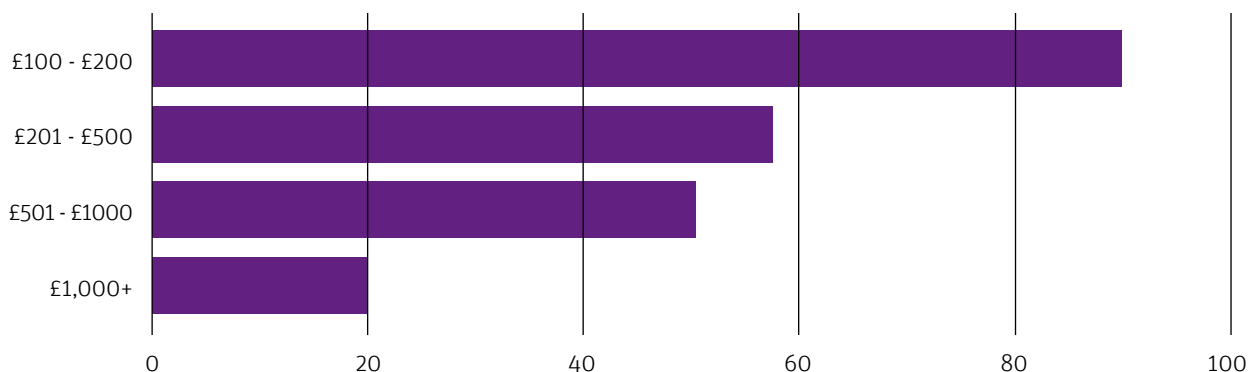
cost to the BID in addition to making levy payments on its own premises within the Town Centre. The combined annual value of this to the Northfield BID will be in the excess of £20,000.

How much will my business contribute?

If the BID is approved, some 220 businesses will each be required to make an annual BID levy payment from January 2017 for a period of five years.

To achieve a realistic income that can deliver on business needs and to continue the work we have done so far, it is proposed that the annual BID levy is fixed at 1.6% for the 5 year term.

Levy contributions by band



Almost 50% of businesses will pay between £100 and £200 per year, a maximum of less than £4 a week. A similar proportion will pay between £4 and £19 a week. Given all the projects that the BID delivers, and creating a safe, clean, green town centre, with so many great activities and services, in simple financial terms, we believe that the BID Levy represents good value for money.

Remember, the BID will only invest in additional or complementary services that will not otherwise happen.

How will the BID Levy be collected?

- If the vote is approved, ALL businesses that are liable will have to pay the levy.
- The BID levy will be invoiced annually, on a separate bill from business rates, to all liable businesses commencing on 1st January 2017 for five years.
- The levy will be collected **free of charge** by Birmingham City Council and passed to the BID Company under favourable cash flow terms contained within a formal Operating Agreement.
- There will be no VAT charged on the BID levy.

Who will decide and when?

- Each person entitled to vote in the BID ballot shall have one vote in respect of each hereditament (premises) that they occupy or own that has a rateable value of £3,500 or more in the geographical area of the BID where non-domestic rates are payable.
- Prior to this, the BID working with Birmingham City Council will have completed a canvass process to identify a voter list which will be used for the purposes of the ballot.
- The BID will be determined by an independently conducted postal ballot of all eligible businesses. ERS (Electoral Reform Services) will send you a Notification of Ballot on or around 27th May 2016 setting out the BID arrangements. A BID ballot paper will then be sent to you prior to the start of the BID Ballot date.
- In the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be entitled to the vote.
- Ballot papers will be dispatched by Thursday, 10th June 2016, and must be completed and returned by 5pm on Thursday, 7th July 2016. Ballot papers received after 5pm on 7th July will not be counted.
- In order for the plan to be successful at ballot the result will need to meet, as a minimum, two independent criteria.
 - First a simple majority (51%) of those voting must vote in favour.
 - Second, those voting in favour must represent a majority of the aggregate rateable value of those hereditaments that have voted.
- The result of the ballot will be announced on Friday, 8th July 2016.

When will BID2 commence?

- The BID's second term will commence on 1st January 2017 and will end on 31st December 2021.
- Before this end date, the BID Company may choose to seek renewal of the BID for a further period subject to further consultation with businesses and securing a new mandate via a Renewal Ballot.

Can these BID arrangements be altered?

- The BID area and BID levy can only be altered via an Alteration Ballot.
- BID projects, costs and timescales can be altered subject to approval by the BID Company's Board providing they fall within the resources available to the BID and are being varied to meet changing business needs.

“I would encourage you to use your vote wisely and vote for a renewal of the Northfield BID.”

**Rebecca Debenham,
Northfield Community Partnership**

What to do next?

- 1** Please read this Business Plan;
- 2** Continue to support the BID, its programme and projects by voting **YES**;
- 3** Vote **'YES'** to ensure that the BID, its projects and activities to 'Improve, Promote, Protect and Campaign' for Northfield Town Centre are retained for a further five years.
- 4** Remember to post the ballot paper back to ERS to arrive no later than **5pm on 7th July 2016** for your vote to be counted;

If you have any queries or questions, please contact Northfield BID Town Centre Manager, Marcia Greenwood.

Tel: 07921 818 828

Email: m.greenwood@visitnorthfield.co.uk

For more information on this document or the ballot process, please contact:

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B31 2JT

Full ballot arrangements are available at www.northfieldbid.com



www.northfieldbid.com

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