

Consultation event feedback

On 20 July we held a BID consultation event at the Black Horse pub, which was attended by over 25 people.

Newton, Town Centre Manager, were on hand to give presentations about how the BID could make Northfield better for businesses.

which included footfall, shoplifting, car parking and deliveries problems. Thanks to everyone who was able to make it as the feedback is proving very useful in helping us shape the BID Proposal.

Andy Clarke, Chair of Northfield Town Centre Partnership, and Liz

Businesses were then able to raise issues they were experiencing,

Birmingham City Council support

Birmingham City Council is generously supporting us with a £10,000 fund to help develop the BID, including the cost of the

ballot and newsletters. Like all businesses, if the BID is successful, the council will pay the BID levy on its properties within the town centre,

including Northfield Library and Northfield Pool and Fitness Centre. It will also collect the levy free-of-charge and pass it on to the BID.

How can I find out more?

If you'd like more information or to find out how the BID can benefit your business, please get in touch:

Andy Clarke
(Phase 2 Premier Salon)
Chair of Northfield
Town Centre Partnership
info@phase2hair.com
0121 476 4879

Joy Gill
(The Flower Centre)
joygillfc@aol.com
0121 476 5795

Nigel Peardon
Vice Chair of Northfield
Town Centre Partnership
nigelp@bidologyconsulting.co.uk
07804 272895

Liz Newton
Town Centre Manager
liz.newton@visitnorthfield.co.uk
0121 411 2157



Please join us for our BID Proposal launch event

Monday 19th September, 6pm, Northfield Shopping Centre



NORTHFIELD Business Improvement District

Recent Events

During the August riots, it was a worrying time for businesses in Northfield.

Many of you will have seen Town Centre Manager Liz Newton out and about, talking to businesses and members of the public.

Liz was in constant communication the police, and was sharing information with them to help direct the extra police officers that had been drafted in. She also kept in touch with the bus companies to get updates on public transport.



The Town Centre Manager provides an essential link between businesses and the police in times of crisis, such as accidents, road closures and disorder. However this will not carry on without the BID.

Longbridge threat looms

Private developers St Modwen have been given the go-ahead to build the Longbridge town centre, with the 24 units of various sizes, set to open in Autumn 2013.

The new Longbridge Sainsburys superstore will follow in 2014, although the Northfield store will continue to trade.

Since June, when planning permission was granted, progress has been fast and they have already begun recruiting for a Town Centre Manager before a brick has even been laid.

Longbridge town centre may not be able to compete with Northfield on scale, but it may prove attractive to businesses looking for larger units. Locally Northfield does high street shopping well but we know that we still have a way to go to improve, however if we don't do anything, trade won't get better.

We can't sit back and let other towns mobilise themselves, leaving us behind. We need to work together by backing the Northfield Business Improvement District (BID), which will allow us to tackle the priorities as decided by you.

Northfield has potential but it is time to deal with the issues that are

holding us back. We need to create a more attractive environment and bring more customers in.



Artists impression: View within North Works looking across new urban park

Now is not the time to take our eye off the ball. Thousands of businesses across the country have already voted to set up Business Improvement Districts in their area, and we need to do the same if we want to secure a brighter future.

Andy Clarke
(Phase 2 Premier Salon)
Chair of Northfield
Town Centre Partnership



BID basics

- You - as the businesses of Northfield - will choose the improvements you want the proposed Northfield BID (Business Improvement District) to make to make Northfield better for trade, including marketing, environmental improvements, crime reduction and support to businesses.
- The BID would raise about £100,000 from businesses to reinvest into Northfield to tackle these issues, with each business contributing according to the size of their property (a levy of 1.5% of your property's rateable value).
- The BID will not pay for services that the Council or Police should deliver, and will work to make sure the town is receiving the public services that are expected.
- An independent ballot of all of Northfield's 200+ businesses will be held this Autumn, where you will be able to vote on whether you support Northfield BID.

What will the BID do?

Northfield Town Centre Partnership is promoting the BID as we feel this is the only way of creating a better future for the town centre.

Without the BID, there will be:

- No coordinated action to solve problems that many businesses are facing
- No Town Centre Manager to lobby on behalf of businesses, for example liaising with the police or raising parking issues with the council
- No one to report issues (such as graffiti, broken paving slabs and flytipping) or organise clean-ups
- No summer events or Christmas lights
- No one to secure extra funding, for example the £40,000 grant towards the Retail Crime Radio Link
- Northfield Town Centre Partnership would not be able to continue

A lot of the work that goes on in the town centre currently takes place

behind the scenes, however the BID would bring in extra money that we could invest on visible improvements like:

- Floral displays
- Jet washing the streets
- Direct mail to local homes
- More events
- Town centre website and Facebook page
- Sharing information and photographs of shoplifters
- Improving the Retail Crime Radio Link scheme
- 'Welcome to Northfield' signage

We are drawing up a BID Proposal that reflects your business priorities, and it is this Proposal that you will vote on in the Autumn.

More of your comments...

Improve

- The pavements are looking filthy, almost black in some places
- We need to ban drinking on the streets and have 'alcohol-free zone' signage
- Weeds aren't being removed so the town's looking neglected
- We need information about offenders and if particular crimes are taking place eg counterfeit notes
- The communal and private car parks aren't being looked after and are suffering from flytipping, litter and graffiti
- There's no eye-catching signage directing people into the town centre from the relief road
- The same shoplifters are hitting shops across the town

- Street entertainers play outside my shop all day, which gets annoying
- The Retail Crime Operation offender photo scheme that is currently being piloted should be extended across the town

Promote

- Joint marketing campaigns with businesses out on the high street and in the shopping centre, would have more impact, especially at a time when stores' marketing budgets are being cut
- Events on the weekend after payday weekend, would encourage more spend
- We need events in the summer and build up to Christmas to encourage families into the town centre

- We need to highlight what Northfield has to offer as some people are just not aware of what we have here

Support

- With the support of a Town Centre Manager and the BID Board of Directors, we can have a coordinated approach to tackling issues and improving the town
- By working together we can have a stronger voice and lobby on issues such as car parking, signage and traffic light problems
- A Town Centre Manager would ensure our issues are quickly reported to the right people or departments

Stop press!

If the BID is successful, staff of businesses within the BID area will be eligible for discounted parking at Northfield Shopping Centre



The timetable

- Monday 19th September: BID Proposal launch event at Northfield Shopping Centre (6.00pm)
- 26 September to 27 October: Postal voting
- 28 October: Result of voting announced
- January 2012: BID would start if successful