



NORTHFIELD

Business Improvement District

Mary 'Queen of Shops'

You may know that the Prime Minister has asked Mary Portas - 'Queen of Shops' - to investigate issues affecting local high streets.



Although she has yet to report, in a Radio 4 interview last Friday, she likened the typical high street to a department store that "needs town centre management in some shape or form" and went on to say that "if it doesn't have management and vision... you cannot compete".

Whatever else Mary may recommend, we have already taken up this challenge with our BID Proposal for Northfield town centre.

We need to act now!

In today's extremely challenging economic and business environment, the time has come when we need to act locally, together and with a clear business focus.

Whilst we cannot change the bigger economic picture, I believe that we can and should act now to improve, promote and support our local 'high street'. If we don't, who will?

Northfield Business Improvement District (BID) will work to:

- Attract more customers, business and investment
- Promote the town centre's offer to a wider audience
- Make the town centre's environment more attractive and safer
- Target litter, graffiti and grime 'hot spots'

If we fail to gain sufficient support, none of this will happen:

- No promotion of the town centre and its businesses
- An environment that rapidly deteriorates and returns to how it was
- No one to tackle local issues or speak up for business
- No Town Centre Manager and no Town Centre Partnership

Vote 'Yes' for Northfield Town Centre - Vote 'Yes' for the BID!

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

Vote YES!



Your vote counts!

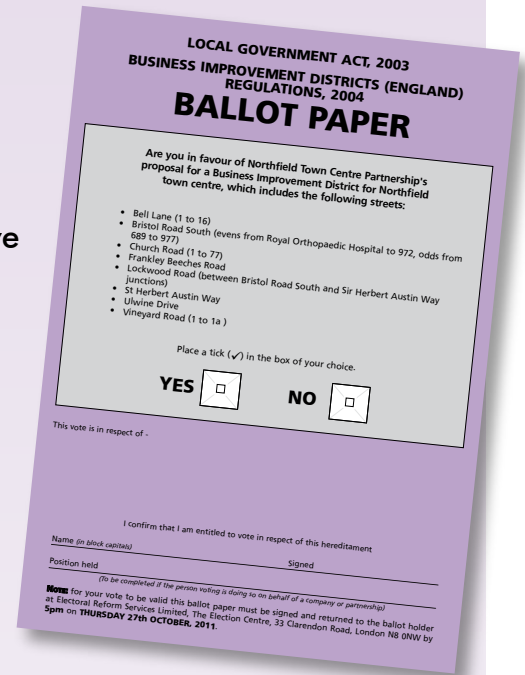
On Monday 26 September ballot papers will be posted to those whose vote will determine whether Northfield will have the vision, management and resources to drive the town centre forward.

The postal ballot will close on Thursday 27 October, with the result announced on 28 October.

Over the last few months we have been talking to Northfield's businesses to find out your priorities. The Northfield BID Proposal now sets out our business plan, and we believe it provides a clear and

convincing case for your support. This is the way of the future for the 'high street'. However, the decision is yours.

If you would like to see Northfield BID make the town centre better for your business, we urge you to vote 'yes'.



Clean team

Over the coming weeks look out for our street team who will be demonstrating the type of clean-ups the BID would provide, including:

- Clearing fly tipping, weeds and graffiti
- Ensuring Birmingham City Council removes weeds from the pavement
- Jet washing the streets

If the BID is successful, these clean-ups would take place regularly, but without it, the town will quickly fall into disrepair.



If we tackle the basic environmental issues, we can then take Northfield to the next level by injecting life and colour into the town with more marketing, events and hanging baskets.



for a better future

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:

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