

Who is leading the BID?

A successful BID will allow businesses to make important strategic improvements, allowing the area to reach its potential. Northfield Town Centre Partnership, which represents all businesses in the area, has set up a Northfield BID Steering Group to lead the BID proposals.

Over the past four years Northfield Town Centre Partnership has already won vital resources for Northfield and delivered several projects:

- Town Centre Manager Liz Newton, and previously Sue Smith, dedicated to improving Northfield
- Events including Christmas lights and Northfield Carnival
- Securing money for caretakers
- Running 'Visit Northfield' shop and helping local people into jobs
- Helping businesses recruit and train staff

- Setting up Northfield Retail Crime Radio Link
- Working with police to increase police presence and tackle crime, particularly at Christmas
- Ensuring businesses had their say on the proposed relief road and high street environmental improvements
- Reducing negative effect of roadworks on businesses by securing business rates reductions and negotiating with contractors and bus companies to prevent buses from being rerouted during work

- Campaigning for properties to be revalued following effect of relief road, leading to a reduction in business rates

In bringing together businesses, Northfield Town Centre Partnership, Birmingham City Council and West Midlands Police, our approach demonstrates that there is clear, shared vision and determination to develop a BID that achieves serious progress in improving Northfield.

How can I find out more?

If you'd like to find out more about the Northfield BID or join the Steering Group please get in touch:

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

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



BID area

Proposed Northfield Business Improvement District boundary



NORTHFIELD Business Improvement District

Support the BID campaign

We know that trading conditions are tough but we don't believe that 'doing nothing' is an option. If we want to make Northfield better for business we need to act now by supporting the proposed Northfield Business Improvement District (BID).

So what can a BID do for us in Northfield Town Centre? Well, put simply, it's up to you to decide. There is no 'off-the-shelf' solution and you choose the improvements the BID makes. Each BID is different as they respond to local business needs.

The city centre's four BIDs (including Retail Birmingham and Broad Street) have been able to create better identities for themselves, seen increases in footfall, a cleaner and more attractive environment and have enhanced feelings of security by

reducing crime and improving perceptions.

Northfield could also benefit from this sort of collective investment over the next five years and there has never been a more important time for businesses to come together, especially with the current economic climate and new shops planned for Longbridge.

Northfield Town Centre Partnership is delighted to have set up the Northfield BID Steering Group and the support of a number of key businesses and Town Centre

Manager Liz Newton. If you would like to get involved please get in touch (details on the back page).

We've already started talking to local businesses and we will update you on progress and how you can shape the proposals.

I look forward to working with other businesses in the area to put Northfield firmly on the map.

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



Andy Clarke (second left) and Town Centre Manager Liz Newton with local businesses Iceland, McDonalds and Phase 2



What is a BID?

A BID is an opportunity for businesses to join together in funding projects that address specific common problems.

- BIDs have to be genuinely business-led with local firms deciding what a local BID would do and the boundaries of the area
- BIDs mustn't simply duplicate services that would otherwise be delivered by local authorities, but must provide real added value to businesses through additional projects and services that improve the business environment
- BIDs cannot be imposed on an area - businesses have to positively opt for one in a vote by all business rate payers within the boundary
- BIDs are fair in that if the ballot is in favour, then every business has to pay a levy. Therefore all businesses that benefit from the improved services contribute a little to the costs

Your views count

There are over 200 businesses in Northfield Town Centre, and we want to hear from all of you. Our BID will be driven by your views, which is why we will consult with you at every stage.

Recently members of the BID team visited businesses in Northfield with a questionnaire to help us find out what matters to you, and we had an excellent response with over 130 surveys returned (more than 60%).

In summary, businesses were generally in agreement on the key issues for Northfield, and you told us that the most important areas for improvement are:

- **Marketing** - promotions to attract more visitors
- **Business support** - crime reduction initiatives
- **Environmental improvements** - street repairs and graffiti removal
- **Visitor experience** - reduction in anti-social behaviour

The results also showed that through these improvements, the

main benefits businesses hope to see are a boost to trade, a reduction in crime and a more attractive environment.

Many thanks to everyone who took part in the survey as the full results will help us begin to draw up the BID Proposal.

All responses were put into a prize draw, and congratulations to Clarks Shoes, Haircut 2000 and Knights Pharmacy, who each win £50 to spend at a shop of their choice in Northfield Town Centre.



How will my business benefit?

You will want to see the BID deliver a clear increase in your retail sales - achieving this will be a real focus for our plans and in the coming months we are determined to demonstrate to you the serious business benefits that our plans will deliver.

Our priority is to ensure that the shopping environment and customer experience in Northfield is improved, so that it is a better place to do business.

These plans are being shaped through consultation with Northfield businesses who have already identified a number of interesting ideas and suggestions.

Here are 10 reasons how you could benefit:

1. New and repeat customers - promoting the area and events

2. Improved visitor experience - making the area brighter, cleaner and safer

3. Good for business - reducing crime and anti-social behaviour, helping to attract and retain staff

4. Positive brand and profile - building on the 'Visit Northfield' message

5. Proactive local management - dedicated Northfield BID Manager

6. Effective business voice - business-led partnership with resources and influence

7. Added value - BID projects and services guaranteed additional to existing public sector services

8. Fair and inclusive - modest payments and no 'freeloading'

9. Transparent process - developed by business, delivered by business, decided by business

10. BIDs are successful - four in Birmingham city centre and over 120 across the UK

What's next?

Detailed proposals will be prepared over the next few months and we will be consulting with you further through newsletters, events and personal visits.

We hope to finalise the final BID Proposal document by late Summer 2011 and then invite you to cast your vote in Autumn 2011.

We are currently compiling a contacts database of the 200+ businesses in the BID area who will have a vote and will then contact each of you directly.

BID supporters

“The BID will help secure the future of Northfield by encouraging customers who are considering where to shop, to think of Northfield first.

Coordinated marketing and a more attractive environment will not only bring more customers in, but also encourage them to stay longer while they enjoy the shopping experience and explore shops they may not usually visit.”

Joy Gill
The Flower Centre

“I am confident the BID will be beneficial to all businesses in Northfield by boosting trade during the current economic climate.

It will provide a much needed budget for projects and marketing initiatives that will improve Northfield's reputation and bring more people to the area.”

Robert Holdcroft
McDonalds