



**BID NEWSLETTER**  
OCTOBER 2015

improve - promote - support

A large crowd of people, including children and adults, are gathered around a giant, silver, humanoid robot. The robot is standing on a paved area, and the crowd is looking at it with interest. In the background, there are buildings and a sign for 'GOTTEN PARK SQUARE'.

# WORLDWIDE PHENOMENON VISITS NORTHFIELD

As part of the Northfield Town Centre Events  
on Price's Square.

## **FINANCE BIRMINGHAM FUNDING OPPORTUNITIES**

Funding to fill the gap left  
by risk-averse high street  
banks.

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## **BIRMINGHAM CHAMBER OF COMMERCE**

Services they provide are  
available to Northfield BID  
levy payers at a reduced,  
often free, cost!

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## **MISINFORMATION vs THE FACTS**

A 'frequently asked questions'  
factsheet has been produced  
to inform and dispel 'myths' to  
BID levy payers surrounding  
the perceived services that the  
business improvement district  
provides.

Centre spread

## **BUSINESS PROFILES**

We put a range of Northfield  
businesses under the spotlight  
to find out more about them.

Featured this edition are  
Debra, Ben's Market, Northfield  
Shopping, Inky Needles,  
Northfield Eco Centre and The  
Clock Café

Pages 3,4 and centre spread

# Finance Birmingham funding opportunities for small to medium sized businesses



Finance Birmingham provides a new channel of funding to fill the gap left by risk-averse high street banks.

Set up by Birmingham City Council as a public-private partnership, Finance Birmingham uses private-sector experts to lead the provision of funding solutions for growing businesses in the Birmingham area.

The organisation provides a series of funding streams targeting the small and medium-sized business market across all industry sectors.

Originally, they provided loans to established businesses, that had nevertheless been turned down by mainstream sources of funding.

The following provides brief details of funding opportunities that are available through Finance Birmingham.

## 1. Creative Fund

Equity loans of between £50,000 and £500,000 to stimulate investment and growth in creative companies – must be Birmingham City Council rate payer.

## 2. Business Loan Fund

Debt Loans of £100,000 to £1m available to provide growth capital to established profitable businesses where traditional lenders will not support – must be Birmingham City Council rate payer.

## 3. Equity Fund

Equity loans of between £250,000 and £1m available providing equity capital to profitable established businesses where secured lending is not suitable and traditional lenders will not

support – must be Birmingham City Council rate payer.

*For further details, or to express an interest in any of the funding regimes available, please contact:*

*Finance Birmingham  
Baskerville House  
Centenary Square  
Birmingham B1 2ND*

*Tel: 0121 233 4903  
www.finance  
birmingham.  
com/contact/*

## In summary:

	Creative Fund	Business Loan Fund	Equity Fund
<b>Amounts</b>	£50k - £500k	£100k - £1m	£250k - £1m
<b>Term</b>	1 – 5 years	1 – 5 years	1 – 5 years
<b>Funding Type</b>	Equity	Debt	Equity
<b>Qualifying Geography</b>	BCC Rate Payer	BCC Rate Payer	BCC Rate Payer
<b>Trading History</b>	Pre-revenue – early stage trading	Two years completed accounts	Two years completed accounts
<b>Applications of Funds</b>	Growth Capital	Growth Capital	Growth Capital
<b>Job Creation/Protection</b>	Yes	Yes	Yes
<b>Sector</b>	Creative businesses	Not sector specific	Not sector specific
<b>Objective</b>	To stimulate investment & growth in creative companies	To provided growth capital to established profitable businesses were traditional lender will not support.	To provide equity capital to profitable established businesses where secured lending is not suitable and traditional lenders will not support.
<b>Economic Return</b>	Incorporating arrangement fee, monitoring fees and commercial return on investment over 5 years	Incorporating arrangement fee, monitoring fees and interest rate margin & return of capital.	Incorporating arrangement fee, monitoring fees and commercial return on investment over 5 years
<b>Excluding Activities</b>	Cash Out	Cash Out	Cash out

## A call out for BID board directors

Northfield Town Centre BID Limited currently have vacancies that they would like to fill on their board of directors.

The majority of the directors are stakeholder representatives of local Northfield town centre businesses.

## Chamber of Commerce

Northfield BID is pleased to announce that we are now members of the Birmingham Chamber of Commerce.



The service they provide is available to Northfield BID levy payers at a reduced, often free, cost!

The membership number for the BID is: **B48795**. Please quote this reference should you wish to take advantage of any of offers available.

Northfield BID aims to keep businesses up to date with what's going on.

*Gary Birch is the BID's Premier Relationship Manager. He can be contacted on: 0121 607 1832 and g.birch@birmingham-chamber.com.*

*Please visit [www.birmingham-chamber.com](http://www.birmingham-chamber.com) for regular updates and service details.*

### Offers available:

- Maximise your Membership Event
- Chamber foreign exchange service
- Chamber Power
- Two Group Chamber Expo's
- Three Institute of Asian Business Festivals
- 24hour Legal Helpline
- Chamber Business Health Care (AXA, PPP Healthcare)
- 24 hour Interactive Chamber HR and Helpline
- Chamber Fuel Card
- Discounted Roadside Assistance provided by the AA
- Chamber Merchant Services
- IT Consultation Session
- Free Recruitment Services
- Topical Seminars
- Presidents Premier Lunch\*\*
- Chamberlink (10 editions per year)
- Business directory entries (printed and online)
- Member 2 Member Offers
- Use of Member Of Birmingham Chamber Group Logo
- Export Documentation (up to 50% discount)
- International Trade Advice (for exporters)
- Dedicated Membership Phone Line
- Press and PR opportunities
- Chamber Daily e-news
- 2 hour meeting room hire (max 2 per month)
- Policy Briefing Events
- Premier Website Listing
- Tender Alerts Sub-threshold Service
- Dedicated Account Director
- Chamber Group Annual Dinner\*\*
- Training Course - 12% Discount
- Tender Alerts Subscription - 12% Discount
- Translations - 12% Discount
- Mailing Lists - 12% Discount
- Event management - 10% Discount

#### Key:

- Offer included within the "Premier" Package
- Fee may be required for this particular offer.
- \*\* Limited to one free place per event where relevant. Normal fee applicable to additional delegates.

The stakeholder representatives are:

- Retail – multiples and independents

- Food, Leisure and Hospitality
- Other Services – Business and Community
- Property Owner

## Business profile - Debra

### Location

717 Bristol Road South, Northfield, Birmingham B31 2JT

### About

Debra is a national charity that supports individuals and families affected by epidermolysis bullosa (EB) which is a painful genetic skin blistering condition which, in worst cases, can be fatal.

### What can you offer Northfield?

Good quality furniture, clothes, bric-a-brac at competitive prices with a friendly atmosphere and always ready to help.



### When did you come to Northfield?

We have been in Northfield since June 2015.

### One random fact

October is 'Wear your clothes inside out for EB'.

## Business profile - Ben's Market

### Location

Bristol Road South, Northfield, Birmingham, B31 2NN

### About

Ben's market is based near Tay's corner and sells a range of items all at discounted prices.

### What can you offer Northfield?

Fancy goods at bargain prices and a happy face.

### When did you come to Northfield?



The market is a family run business that has been operating for over 20 years! Ben, himself, has been here for 18 years, since he left school.

### One random fact

Ben confesses that he loves the people of Northfield.

*If you would like to apply to join the board of directors, please contact Marcia Greenwood on 07921 818 828 or email [m.greenwood@visitnorthfield.co.uk](mailto:m.greenwood@visitnorthfield.co.uk)*



# Misinformation vs The Facts

A 'frequently asked questions' factsheet has been produced to inform and dispel 'myths' to BID levy payers surrounding the perceived services that the business improvement district provides.

The BID provides services in addition to services provided by our partner agencies such as West Midlands Police and Birmingham City Council. Below are some of the myths that the BID hear on a regular basis:

<p><b>MYTH 1:</b></p> <p>The BID is responsible for street cleansing and the emptying of bins on the high street</p>	<p><b>FACT:</b></p> <p>This is actually the Council's responsibility and their statutory duty. However, the BID has employed a BID Caretaker to help keep the high street clean with graffiti removal, removal of fly posting, weed spraying and the litter picking of areas that are not maintained by the Council.</p> <p>We also have regular clean ups involving BID staff and local businesses.</p>
<p><b>MYTH 2:</b></p> <p>This BID is responsible for the cleansing off paving slabs including gum removal and jet washing.</p>	<p><b>FACT:</b></p> <p>This is not a statutory responsibility of the City Council, however because the BID would like to improve the visual appearance of the town centre, the BID competitively procure the services of an external contractor to 'jet wash' the paving and remove chewing gum.</p>
<p><b>MYTH 3:</b></p> <p>The BID can move along peddlers and street traders off the high street.</p>	<p><b>FACT:</b></p> <p>The BID has no statutory control over peddlers and street traders, however they do regular checks to ensure that their licences are valid and up to date. Any discrepancies are reported to the appropriate City Council department.</p>
<p><b>MYTH 4:</b></p> <p>The BID works for, and is a part of, Birmingham City Council and provides Council services.</p>	<p><b>FACT:</b></p> <p>The BID is, in fact, a private limited organisation. The BID comprises of a board of directors whose roles are voluntary and not paid. The Board do not claim any expenses as being board members.</p> <p>Audited accounts and other financial information relating to project management delivery costs and staffing costs have been uploaded onto the Northfield BID website.</p> <p>The BID works in partnership with several partner agencies as well as different council departments such as Northfield District Services, Fleet and Waste Management, Regulatory Services and Highways to name but a few.</p> <p>Northfield BID works for Northfield businesses to provide additional services for Northfield Town Centre, that the majority of the Northfield businesses voted for in accordance with the business plan/proposal.</p>
<p><b>MYTH 5:</b></p> <p>The BID has complete control over Northfield town centre and can enforce anti-social behaviour orders and can move on people who are causing an issue within the town centre.</p>	<p><b>FACT:</b></p> <p>This is the role for West Midlands Police and the Birmingham City Council Community Safety Partnership. Issues can be reported to the BID, however the BID (similar to yourself) can forward the issue of concern to the appropriate "officer".</p> <p>If an emergency occurs, businesses should contact the police or the City Council direct.</p> <p>Their contact details can be found in the 'Useful Contacts' section of this newsletter.</p>
<p><b>MYTH 6:</b></p> <p>Northfield BID is responsible for repairing and replacing paving slabs.</p>	<p><b>FACT:</b></p> <p>This is the responsibility of Amey, who have been contracted on behalf of the City Council to repair and maintain the highway, including paving slabs. Any issues should be reported to the Highways section of the City Council on 0121 303 6644. Alternatively, reports can be made online to the City Council at: www.birmingham.gov.uk</p> <p>Northfield BID will continue to report any issues that are raised by businesses and will forward on to the relevant department to rectify. In addition, a monthly walkabout is undertaken with the Amey Street Inspector to raise any issues of concern.</p> <p>The BID are not aware of every broken paving slab or trip hazard so businesses will need to bring this to the BID's attention.</p>
<p><b>MYTH 7:</b></p> <p>Why am I paying towards the BID when it does not benefit my business?</p>	<p><b>FACT:</b></p> <p>The BID strengthens existing businesses by providing a better trading environment, such as clean and gum free streets; summer flowers; festive lights; events; benefits of being members of the Birmingham Chamber; retail radio; BID Caretaking Service and an effective business voice to influence, co-ordinate and lobby on local issues and opportunities affecting businesses.</p>
<p><b>MYTH 8:</b></p> <p>Why does the Council collect the business rates and the BID levy - aren't they the same thing?</p>	<p><b>FACT:</b></p> <p>Business rates (Non-domestic rates) contribute to the cost of providing local services such as statutory street cleansing, highways maintenance and environmental health services etc. Like business rates, the City Council collects the BID levy on behalf of the BID, however, 100% of the levy collected is handed back to the BID to invest and provide additional services for the benefit of the town centre. The BID does not receive any income from business rates.</p>

## Business profile - Inky Needles



**Location**  
632 Bristol Road South, Northfield, Birmingham, B31 2JR

**About**  
Inky Needles is a tattoo and piercing studio.

**What can you offer Northfield?**  
We offer all tattoo aspects including custom work, cover ups, realism, etc. This is all done by experienced tattooists with a friendly studio atmosphere. We also offer laser treatments.

**When did you come to Northfield?**  
We have been in this current studio for six years.

**One random fact**  
You enter as a stranger and leave as a friend!

## Business profile - Northfield Eco Centre



**Location**  
53 Church Road Northfield, Birmingham, B31 2LB

**About**  
We are a Quaker funded charity offering advice and running activities on sustainable living.

**What can you offer Northfield?**  
We offer energy advice to help save energy and reduce bills. We run three community gardens where volunteers join to learn new skills around organic food growing. We've got plenty of activities running during school holidays for families to spend quality time together and learn value their environment. People can hire bicycles at the Eco Centre through our bike hub, Cycle South Brum, as well as take part in bike maintenance or bike ability courses.

**When did you come to Northfield?**  
Northfield Eco Centre was established 7 years ago.

**One random fact**  
During our 2014 Urban Harvest we picked 885kg of fruit & vegetables, preventing them to go to waste.

## Business profile - The Clock Café



**Location**  
900 Bristol Road South, Northfield, Birmingham B31 2NS

**About**  
Our motto is "the right place, the right time". We sell freshly made baguettes, pizzas, jacket potatoes, pies, chips and serve hot and cold drinks. The food is always cooked to order, with fresh ingredients. We are used by families as a friendly meeting place. Our customers include City Council workers that work within the town centre, such as street cleansers, the neighbourhood police team and other services to meet, greet and eat!

**When did you come to Northfield?**  
The Clock Café celebrated its 16th anniversary this year, and shows no signs of slowing down! The Clock Café was named its name as I wanted to create a landmark for the town centre. This was done by installing the "clock".

**One random fact**  
The building was built in 1897, and first opened as a grocers. Before the Clock Café was established, it was previously an insurance office.

**What can you offer Northfield?**  
Good location, great place to have a meal at a reasonable price. Good food served in a friendly/family atmosphere.

I have been working in Northfield since 1970. My first job was at the Black Horse.

'Northfield Town Centre Events' (BID funded events) were held on Price's Square every weekend during July 2015.



The events on Price's Square (part of Northfield Culture Mash) were organised by Northfield BID to provide cost effective fun and family oriented activities with the overall goal of increasing customer footfall for the town centre.

The events were a mix of arts and crafts, live and recorded music, fairground attractions and street entertainment, as the time line below shows:

### 4th July

- Live acoustic music
- Magician/juggler
- Poetry wall workshop with 'Spoz'
- Portrait and sketch artist
- Treasure Hunt
- Mehndi artist
- Bear Creek Climbing Wall
- Hot food provided by local restaurateur



### 11th July

- Circus Skills
- Bungee trampoline
- DJ workshop
- Go Karting
- Hot food provided by local restaurateur.
- Bouncy Castle
- Chinese Lion workshop within Shopping Centre
- Chinese Lion



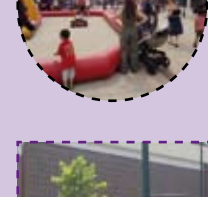
### 18th July

- Chair O Planes
- Helter Skelter
- Little Devil's Party Bus
- Will-E-Droppit: Face painting and two comedy shows
- Hot food provided by local restaurateur



### 25th July

- Titan The Robot
- Go Karting



## Contact us...

To get involved with any of our projects, or think that you have a new project idea to fill in the gaps, please contact us.

**Marcia Greenwood**, BID Town Centre Manager  
Northfield (BID) Business Improvement District  
c/o Northfield Community Partnership  
693 Bristol Road South  
Northfield, Birmingham B31 2JT

**Mobile:** 07921 818 828  
**Email:** m.greenwood@visitnorthfield.co.uk  
**Website:** www.visitnorthfield.co.uk

**Natasha Kelly**  
Assistant to the BID Town Centre Manager

**Email:** northfieldtowncentrebid@outlook.com

**Tony Adams**, BID Caretaker  
**Liam Adams**, Assistant BID Caretaker

**Email:** tony.adams@visitnorthfield.co.uk

### Follow us on social media:

 @NorthfieldBID  
 www.facebook.com/NorthfieldBID

## Business profile - Northfield Shopping



### Location

Bristol Road South  
Northfield  
Birmingham  
B31 2JU

For a full list of retailers visit [www.northfieldshopping.co.uk/shops](http://www.northfieldshopping.co.uk/shops).

### One random fact

Northfield Shopping centre also has its very own Facebook page where shoppers can keep up to date with events taking place in the centre.

### About

Northfield Shopping Centre is an indoor mall for high street fashions, health and beauty stores and goods with food outlets situated on Bristol Road South.

In August Northfield Shopping centre launched its first 'Schools out - Dinosaur Adventure' events which included storytelling, craft making face painting, interactive creepy crawly shows, and puppets!

### What can you offer Northfield?

Retailers include; Bodycare, Bonmarche, Card Factory, Clarks, Dorothy Perkins, Evans, Game, Iceland, Wilkinsons, Select, WHSmith and JD Sports and many more. JD sports joined the centre in October 2014.

If you would like to find out more about events coming to Northfield Shopping centre visit and 'like' the Northfield Shopping Centre Facebook page - you could also be in for a chance of winning some fantastic prizes by entering our social media competitions.

Northfield Shopping also has its own range of independent retailers including The Northfield Cobbler, Princess Accessories, Central Café, and Bread Bites.



## Useful numbers

### Agency

Birmingham City Council (main switch board)  
Rubbish & Graffiti Reporting  
Pest Control  
West Midlands Police (Northfield)

### Contact Number

0121 303 9944  
0121 303 1112  
0121 303 6007  
101 ext 8236092  
0345 113 5000  
0121 303 6007  
0121 303 6644  
0121 303 4149  
0121 303 6644  
0121 303 4149  
0121 303 6644  
0121 303 9900  
0121 303 1115  
0121 675 7006  
0121 675 7584  
0121 303 5509  
0121 303 5510  
0121 303 5511  
03000 501 501  
0121 303 2894  
0121 303 7045  
0121 303 1112  
0121 303 6000  
0121 303 6644  
0800 111 999

Environmental Health  
Highways (Birmingham City Council)  
Highways (emergency out of hours 7pm till 7am)  
Amey  
Amey Customer Services  
Blocked gullies  
Environmental Protection Unit  
Planning Enquiries  
Building Regulations  
Support for Businesses  
Business Rates

Valuation Office Agency  
Commercial Waste  
Scaffolding permits  
Street Cleaning  
Street Lighting  
Traffic Signals  
Emergencies OOH - Gas (Transco)  
Emergencies OOH - Electricity (Western Power Distribution)  
Emergencies OOH - Water (Severn Trent)  
Licensing  
Licensing - Enforcement & Complaints  
Anti-Social Behaviour  
Parking & Vehicle Nuisance  
Car Parking  
Drop Kerbs (Highways)

Winter Maintenance

0800 6783 105  
0800 783 4444  
0121 303 9896  
0121 303 9611  
0121 303 1111  
0121 303 9944  
0121 303 7617  
0121 303 7577  
0121 303 7621  
0121 303 6644