



NORTHFIELD -BY THE SEA-

PRICE'S SQUARE, NORTHFIELD

URBAN BEACH FREE FAMILY FUN

10AM - 4PM
WED 25 - SUN 29 JULY

- Urban beach
- Buckets & spades
- Deckchairs
- Big yellow American bus
- Face painting
- Fair ride
- Stilt walker
- Arts & crafts
- Sports activities

BID levy

Birmingham City Council is responsible for collecting the BID levy on behalf of Northfield Town Centre BID Limited, and transferring this money over to the BID company. Collection of the BID levy carries the same enforcement weight as the collection of Business Rates.

The levy is payable for the whole financial year on 1st April, however in the case of the first year of the BID, a payment was due on 1st January for the period 1st January 2012 to 31st March 2012.

If you have any queries about your levy collection, please contact Birmingham City Council directly, or for queries about BID projects contact Liz Newton on 0121 411 2157 or liz.newton@visitnorthfield.co.uk.

Calling for BID board directors

Northfield Town Centre BID Limited is the not-for-profit company responsible for delivering the BID, and is led by board of directors.

The majority of directors are representatives of local businesses, in addition to four stakeholder representatives (councillors, police and a resident).

- Retail - multiple and independents
- Food, leisure and hospitality
- Other services - business and community
- Property owner

If you would like to apply to join the board of directors, please contact Liz Newton on 0121 411 2157 or email liz.newton@visitnorthfield.co.uk.

We would like to take this opportunity to welcome new directors:

- Andy Clarke, Phase 2 Hair
- Alan Edwards, Wilkinsons
- Kevin Gwilliam, Propinvest (Northfield Shopping)
- Joy Gill, The Flower Centre
- Andy McLeod, United Carpets
- Paul Merry, The Black Horse Pub
- Richard Perry, Sainsburys
- Nigel Peardon, local resident
- Joy Street, Royal Orthopaedic Hospital

How can I find out more?

To find out more about Northfield BID, visit any one of our directors or contact:

Liz Newton, BID Manager
0121 411 2157
liz.newton@visitnorthfield.co.uk



NORTHFIELD

Business Improvement District

Northfield BID 'goes live'

Northfield is officially now a Business Improvement District (BID) after businesses voted overwhelmingly in favour at last year's ballot.

We know these are difficult times for many of us, but we're really excited about what we can achieve by collectively investing in projects that will improve and promote the town centre.

Northfield BID and BID Manager Liz Newton are working hard to set up the projects outlined in the BID Proposal.

The BID is here to improve and promote the town centre and support local businesses.



Our initial focus is on physically improving the town and we have already carried out:

- ✓ Deep cleaning of the streets
- ✓ Flower planter boxes to highlight Northfield to drivers on the relief road
- ✓ Support to the Retail Crime Operation (RCO) and Radio Link schemes
- ✓ Visitor surveys

Shortly you will also notice:

- 'Welcome to Northfield' signage
- Colourful lamp post banners
- New robust litter bins
- Pebble tree surrounds to stop weeds and litter
- Northfield by the Sea beach and family activities
- Support for Northfield Carnival
- Environmental clean up

We've carried out surveys of both visitors to Northfield and people in other areas who may not come into Northfield - the results will help inform our projects and provide a benchmark to measure our future success.

If you would like us to email you a copy of the results, please contact us on 0121 411 2157 or email liz.newton@visitnorthfield.co.uk

Besides these visible improvements, there are lots more activities happening behind the scenes including event planning; looking at crime prevention initiatives; applying for grants; recruiting a team of volunteers to help with events, clean ups and creating evergreen planters; looking into hiring an environmental apprentice; sourcing training for businesses' staff; and seeing how we can work with other organisations to achieve greater success!





Initial start-up period

As with all new companies, the initial months have involved setting up the new company and financial systems, recruiting board directors and planning the high-impact improvements that have started to take place from April 2012 when the BID became fully operational.

We're all eager to see results for our BID levy investment, and although it's not an instant fix, in the long-term we will all benefit from an improved trading environment.

As many of the changes we are making are taking place on public land, we have had to go through a process of getting the necessary permissions - however bear with us, we'll soon be able to go ahead with the improvements we have lined up.



Northfield weathering the storm

Despite these difficult economic times there is good news for Northfield with Peacocks, Bon Marche, Game and Birthdays stores set to remaining open despite the chains nationally entering administration.



Twice the investment!

The BID levy will raise over £100,000 each year for five years, to invest in additional projects and services.

Although we are a new company, we are ambitious and there has been lots of progress - this year we have already managed to double our money!

To mark the launch of the BID, Northfield and Weoley Ward councillors have generously donated £100,000 to Northfield BID, which we are using to boost the visible improvements we are making.



Flower planter boxes

Northfield BID has arranged for flower planter boxes at A38 gateways to Northfield and at the Church Road junction in the town centre, which will burst into full bloom over the summer.



Lamp post banner competition

We've held a lamp post banner design competition across 20 local schools.

Nearly 700 young people entered with the three winning designs set to be displayed alongside general BID promotional banners along the high street.

Besides having the children's artwork brighten up the town centre, the competition also helped spread the word that changes are coming to Northfield.

Deep cleaning

One of our first priorities has been to remove the build-up of chewing gum and grime on paved areas, in readiness for the raft of improvements that will make the town more attractive.

We commissioned Ramora, a specialist industrial cleaning company, who use a steam clean technique and are experienced in working in town centres. Their hit squads worked overnight during the first half of April, and we're sure you've noticed the difference it's made to the town!



Northfield Carnival

This year's Northfield Carnival is taking place between 11.45am and 4.30pm on Saturday 7th July in Victoria Common.

If you would like promotional booklets to hand out to your customers please contact 0121 411 2157.

Northfield by the Sea

We're bringing the seaside to Price's Square in Northfield from Wednesday 25th July to Sunday 29th July!

- ✓ Beach, deckchairs, rock, buckets and spades
- ✓ Giant American school bus, stilt walker, face painting and arts activities
- ✓ Public information and advice from a vacant unit
- ✓ Sports and play activities in Victoria Common
- ✓ Promotional window display in a vacant unit in Northfield Shopping

The aim of the high profile event is to draw people into Northfield who may not usually visit, offer a 'holiday at home' for those who can't afford to go away and bring a feel-good factor to the high street!

This is a great opportunity for your business to take advantage of the event - why not:

- Promote the beach to your customers and encourage them to spread the word!
- Contact us if you would like Northfield by the Sea flyers to hand out in advance to your customers or posters
- Put on a special offer (perhaps a discount, meal deal or free samples)
- Join us in Price's Square to run a competition or distribute flyers

To discuss how your company can get involved, contact Liz Newton on liz.newton@visitnorthfield.co.uk or 0121 411 2157.

Enter our Summer Window Competition

After all this rain, we're looking for businesses to enter Northfield's Best Dressed Summer Window Competition to help get our customers into the summer spirit!

How about traditional British seaside, tropical beach, pirates, summer flowers or picnics for inspiration?

The competition will run from Wednesday 25th July to Sunday 29th July to coincide with the beach event. A winner will be chosen by our judging panel, and will receive £100 to spend in Northfield town centre.

If you're interested in entering, please contact Liz Newton on liz.newton@visitnorthfield.co.uk or 0121 411 2157.



The Flower Centre is renowned for their eye-catching window displays - most of which they produce for less than £20 - so we asked owner Joy Gill for her top tips:

1. Brainstorm designs with staff - they'll often have great ideas and might even have items they can bring in, such as flip flops.
2. Discount shops and charity shops are good sources of cheap props.
3. Most importantly, decide on a colour scheme and link colours together.
4. Have a few large items as a focal point in the centre of the display, and smaller items towards the edge.
5. Include something moving or 'tongue in cheek' to catch the attention of passers by.
6. Use fishing wire to hang items from the ceiling.
7. Link the display to what you're selling or promoting, and include signs.
8. Don't forget lighting and turn any window spotlights to highlight the focal point.

