



BID NEWSLETTER
JUNE 2016

improve - promote - support



B31 voices #PositiveB31
Shout about the good stuff 🗣️
Seeing these on a drive into Northfield always makes me feel happy
#PositiveB31
117 916 15 15



EAT SHOP
VISIT NORTHFIELD
PLAY WORK LOVE



MONSTERS OF ROCK & POP
TRIBUTE SHOW
RUBERY SOCIAL CLUB
FRI 29 MAY
TICKETS ON SALE



LIFE WITHOUT THE BID IN 2017 - 2021

NO MORE...

£120,000 INVESTMENT PER YEAR in Northfield Town Centre on projects that businesses have chosen and want to see delivered.

NO MORE...

ADDED VALUE as without the BID, matching funding from other partner agencies and stakeholders could not be used to 'top up' the levy 'investment' that is for used to benefit the Town Centre. Funding would not be available for investment nor for the initiatives that would solely benefit Northfield as a Town Centre. The funding could be used elsewhere to boost other competing local centres, where partnerships could already be in place.

NO MORE...

CLEANER STREETS - Without the BID, the streets would not receive the additional services of extra litter picking and annual jet washing and gum removal

to keep Northfield's pavements looking clean.

NO MORE...

FREE OR SUBSIDISED retail radios scheme or high street security service, which could result in a return to increased retail crime, street drinking, beggars and anti-social behaviour.

NO MORE...

CHRISTMAS LIGHTS to animate the Town Centre, no more Christmas trees and no more Christmas events in Northfield to celebrate the start of the Christmas season.

NO MORE...

TOWN CENTRE EVENTS to increase customer and visitor footfall, raise Northfield's profile and free advertised and published discount schemes that will encourage customers to encourage more customers to spend;

NO MORE...

BID CARETAKER & MAINTENANCE SERVICE to provide a free of charge graffiti removal service, extended litter pick, rubbish removal on public and commercial land. Without the BID, the high street will be covered in graffiti; litter picking service will not be provided by the City Council on behind the shops or on private land as a commercial charge will be applied for any removals. There will no longer be control over cigarette nubs as the nub bins will not be emptied. Maintenance of the Town's public/private car parks and the deodorisation service applied to the Town's telephone boxes will be discontinued.

NO MORE...

SECURITY PATROLS - Without the BID, the high street patrols will be discontinued, and will no longer deter potential acts of criminality such as shop theft and antisocial behaviour. There will no longer be a reassuring figure to be a point



of contact in providing security advice and guidance.

NO MORE...

FLORAL DISPLAYS THROUGHOUT THE TOWN CENTRE as without the BID, there would be no more floral displays at the key entrances into/exiting the high street or seasonal replanting the 42 planter boxes within Northfield.

NO MORE...

BUSINESS SUPPORT – Without the BID, there will not be a dedicated Town Centre team working with you to assist with finding funding information, help with grants and provide business rated relief information.

NO MORE...

PROACTIVE LOCAL MANAGEMENT and representation on your behalf when dealing with public agencies such as the City Council, West Midlands Police,

Amey and other utility services. There will no more assistance and support in dealing with official forms and support, enquiries regarding trading licenses, street markets and assistance with the variety of council services. Businesses would have to deal with these agencies with the bureaucracy themselves.

NO MORE...

FREE COURSES, TRAINING OR WORKSHOPS to upskill you and your staff. All funding would cease for this and businesses would need to pay direct to the training providers themselves.

NO MORE...

BIRMINGHAM CHAMBER BENEFITS such as free services such as HR, Health and Safety, Employment Law and legal advice and many more negotiated services. Without the BID, the service would cost each business in the region of £411 to £964 per annum.

NO MORE...

LOCAL VOICE – Without the BID, there would be nobody to lobby for you and your business at the local, regional and national level for Northfield. Decision makers will not be aware of your business needs and requirements, nor be taken into consideration when planning for the future of Northfield and its effects upon your trading environment.

NO MORE...

DECISIONS - NOT BUSINESS LED, LOCAL & NOR INCLUSIVE – Without the BID, there would be no local, inclusive business-led body to represent businesses in Northfield. Northfield BID Board of Directors is made up of local businesses that have an interest in the viability of Northfield's trading environment, who volunteer their time for free to work towards a better Northfield. The BID has been developed by local Northfield businesses, led by local Northfield businesses and deliver services to Northfield businesses on a daily basis.

