



**BID NEWSLETTER**  
APRIL 2016

improve - promote - support



# WELCOME BACK TO THE BEACH!

**Northfield Beach will be returning to Northfield High Street this summer.**

## THE BEACH IS BACK ON THE HIGH STREET!

The beach returns to Price's Square for summer 2016.

## NEW POOL PLANS REVEALED!

Northfield Leisure Centre is to undergo redevelopment later this year.

## NORTHFIELD BID - THE STORY SO FAR...

Reflecting upon the BID's achievements over its first term.

## BUILDING UPON THE LAST FIVE YEARS

Northfield BID has grown and wishes to build upon its work.

# Back on Price's Square!

**The BID can announce that Northfield Beach will be returning to the high street this summer.**



The BID who is funding the urban beach on Price's Square will be working in conjunction with Northfield Community Partnership and other organisations as part of Northfield Culture Mash's programme of activities, taking place from Wednesday, 3rd August to Sunday, 7th August.

Although Northfield Culture Mash is still in its planning stage, we anticipate that there will be activities for all your customers to enjoy, whilst visiting the town centre. Aimed at all age ranges, Culture Mash will be providing activities for children, families and young people to enjoy over the five day event.

Rebecca Debenham from the Northfield Community Partnership said,

*"...[the urban beach] brings added value for the BID as it increases footfall to the Town Centre, allowing for opportunities for businesses to engage with local people and attendees from other parts of the city. There also opportunities for businesses to get more involved with the event by taking part in window displays, treasure hunts, giving out coupons etc."*

She added, *"The event fits in to the BID's remit for promoting and improving the local area, by making the Town Centre an attractive and vibrant place to*

*visit. It supports local businesses by marketing the current businesses that are situated within the Town Centre. Businesses also have the opportunity to attend the event to sell promote and engage with clients..."*

Jackie Brown, owner of Kids Essential and a BID levy payer was excited to hear about the return of the beach to Price's Square. She said,

*"The beach is an asset to Northfield, bringing families together. Children don't always have the opportunities to go to a real beach so this is excellent news. During the beach, our footfall doubles and it brings a fantastic atmosphere to the area."*



**For further information about Northfield Culture Mash, contact Rebecca Debenham on 0121 411 2157**



## Northfield's New Pool Plans!

**As some of you may be aware, Northfield Leisure Centre is to undergo redevelopment later this year. Initial Council proposals included an option to locate that new Leisure Centre in Longbridge. Northfield BID and other supporters actively lobbied the City Council to ensure that this local landmark stayed within the Town Centre, where it has been since 1937!**



The current leisure centre and pool building will be demolished, starting in September 2016.

Work on a new building at the current site will commence in November, and it is anticipated

that the new centre will open in April 2018.

The facility will include a 6 lane 25m pool, a learner pool, changing facilities, a fitness suite, a dance studio and a community room.

A Birmingham City Council spokesperson said:

*“The £8million investment into rebuilding the Northfield Leisure facility is expected to support wider regeneration in the area, as well as greatly enhance the health and fitness provision for local residents by making sporting activity and swimming more accessible to a greater number of people wanting to enjoy an active lifestyle.”*

Nigel Peardon, a local resident and BID Director welcomed this decision on behalf of over 200 businesses, saying

*“This is a vote of confidence in Northfield Town Centre and recognises the important contribution that community facilities make along with retail and commercial investments in sustaining vibrant and viable centres for the benefit of local residents and visitors.”*

Northfield's leisure centre, as well as seven others across the City, are now operated under the umbrella of the Birmingham Community Leisure Trust, which is managed by Serco.

Tiverton Pool in Selly Oak, which has been earmarked for closure, will be open during the building works to ensure that the local community still have access to fitness facilities.

Detailed plans went on view on Tuesday 13th April.

# Northfield BID - THE STORY SO FAR...

**Northfield Business Improvement District (Northfield BID) is an independent, not for profit, business led initiative that was voted for by the Northfield Town Centre business community to start in January 2012.**

There are now over 200+ business improvement districts in the UK that equates to over 75,000 businesses investing over £200m in their own towns and cities. In the UK, BIDs have been in place in since 2004, and are recognised as a successful mechanism for local businesses to campaign for their interests in improving their trading environment and delivering noticeable results.

The fourth year of Northfield BID has now been passed, and it is worth reflecting upon the BID's achievements as well as the importance the BID has in improving, protecting and supporting the businesses within the town centre. Continuation of environmental jet washing and stain removal from paving and tarmac, promotional events, introduction of high street security patrols to provide reassurance, security and safety, the continued BID caretaker and maintenance service and premier membership of the Birmingham Chamber (of Commerce) have ensured that

businesses within the town centre remain supported.

This has enabled the Town Centre to be visually attractive for people who want to shop, be entertained, work and do business in Northfield. The BID Board of Directors acknowledge that there is still much work to do, and they would encourage you as 'investors' to take advantage of what the BID has to offer, to be better engaged with the Board and the BID team and to look at how the BID can better improve individual situations.

The BID begins its fifth year looking towards a BID renewal ballot to take place June-July 2016. The Board has taken stock of all that the BID has achieved since January 2012, and wishes to celebrate the highlights that the BID has experienced, and appreciate the way that the BID in partnership with other partner agencies has been instrumental in 'improving, promoting and supporting' the Town Centre.

The business plan will be delivered to you shortly.

The BID has provided added value as well enabling Northfield's businesses to collectively invest in projects that address their areas of concern, therefore boosting trade by attracting more customers, thus, increasing their spend as well as improving the overall environment for customers, staff and visitors.

**For further details about the renewal of Northfield BID, contact Marcia Greenwood, BID Town Centre Manager:**

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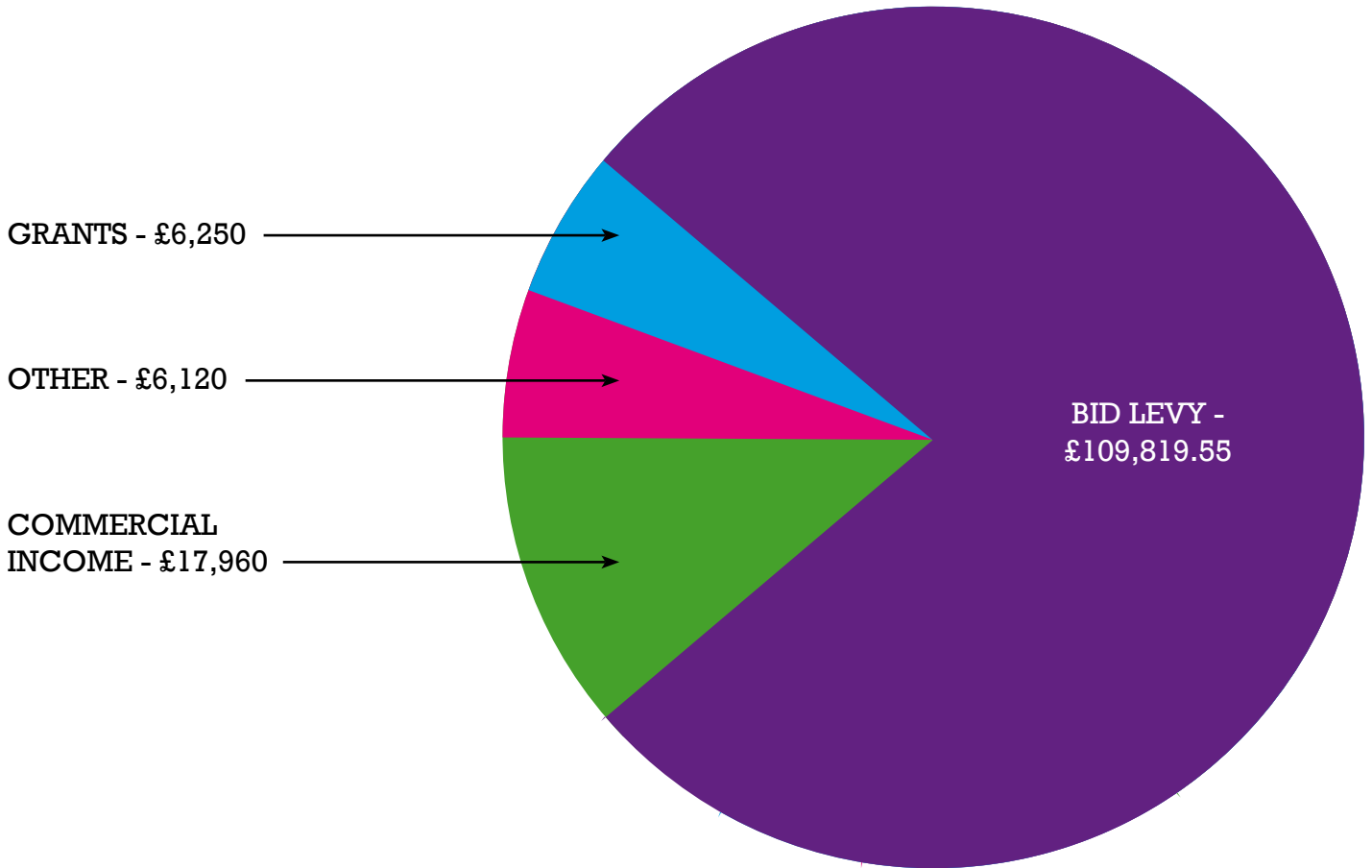
**Websites:**  
www.northfieldbid2.wordpress.  
com

www.northfieldbid.com



# BID income and expenditure

Here is a breakdown of the BID income and expenditure from April 2015 to March 2016<sup>1</sup>.



## BID Expenditure:

IMPROVE -	£34,548.31
PROMOTE -	£47,770.01
SUPPORT -	£3,497.50
TOWN CENTRE MANAGER/BID ASSISTANT -	£43,333.10
BID ADMIN' -	£9,981.20

## The BID also contributed towards other popular town centre projects such as:

BID Caretaking & Maintenance Service	£7,679.27
Environmental Cleanse (deep clean/gum removal)	£7,500.00
Floral Enhancements (Summer)	£6,540.00
Floral Enhancements (Winter)	£5,355.42
Christmas	£24,860.29
Culture Mash	£19,004.60

## Please note:

The BID was more successful than the previous year for generating income additional to the BID Levy as for every £1 that was invested by town centre businesses via BID Levy contributions, the BID increased its income over and above the levy by 27%.

<sup>1</sup> The figures provided are provisional and subject to audit. Northfield BID will publish the annual statutory accounts and financial statements on its website: [www.northfieldbid.com](http://www.northfieldbid.com)

# Building upon Five Years of Achievements

**Northfield BID has grown and wishes to build upon its work, by addressing your new priorities and continuing our 'proven' projects that improve, promote and support the trading environment for Northfield Town Centre.**

There are four key priorities set out in our business plan, which were developed following the discussions that we had with stakeholders at our Open Forum Meeting last October and the findings of the consultation survey that was carried out in November.



## Improving Northfield

Continuing to make improvements to visible and physical environment to create a 'clean, tidy and graffiti free' high street to 'eat, shop, play and work'. Projects will include the **BID Caretaker & Maintenance service, deep cleaning and seasonal floral displays throughout the town centre.**

## Protecting Northfield

Protecting 'what is already in place' and offer 'additionality' in providing a safe and secure environment for businesses – staff, customers and visitors to the town centre. **Continuing to work and facilitate with businesses and radio communication providers** to provide devices to report incidences of crime, **developing remedies with partners to combat anti social behaviour, high visibility town centre patrols** and working with public and private car park providers in providing **accessible, safe and well used parking areas** for the benefit of those that live, work and visit Northfield Town Centre.

## Promoting Northfield

Continuing to provide an 'appealing' image and to work with partners to ensure that Northfield has a diverse range of shopping services and attractions, with the town being promoted as widely as possible to attract new customers and repeat visits. This means as well as **Northfield Beach**, we will build upon our **social media presence and BID website**, and explore other ways to increase customer footfall, such as **marketing promotions, customer/staff discount/loyalty schemes, outdoor market and Christmas adornment's** throughout the town centre.

## Campaigning for Northfield

Providing business support for existing, and potentially new businesses and continued lobbying to decision makers on issues and concerns relating to the Northfield business community. This will be provided by **continuing our excellent working relationships with City Council and other partners, providing free or subsidised business training opportunities, continuation of the BID newsletter and regular meetings** – keeping businesses informed and updated on related town centre issues.

**We have achieved 'so much' over the last 5 years, and you know that we have 'so much more to do!'**

**Support Northfield, Support the BID!**