BID NEWSLETTER

JUNE 2015

improve - promote - support

THE BIG STREET CLEAN

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SUMMER FLOWERS

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The Big Spring Clean

On the 12th of April, volunteers from McDonalds, Campaigner for Northfield Ward, BID Caretaking Team and the BID Town Centre Management Team joined together to blitz two of the town centre's notorious hotspots for fly tipping – Church Road car park (at the rear off Co-op Travel) and the Euro car park (off Bristol Road South).

Between us all, we cleared over 40 bags of fly tipped rubbish that had been left beside the recycling bins, leaf foliage and litter picked both sites including from behind the large paper recycling container.

In addition to all our efforts, the BID caretaker and his assistant litter picked Lockwood Road carpark (by Nat West), the Poppy Field, United Carpets/ Pets 4 U car park, Northfield Baptist Church entrance (Ash Grove), removed 21 fly posters from the pedestrian railing and returned 12 trolleys back to Aldi, that were found behind the Northfield Market car park.

A big thank you to all the volunteers that assisted on the day, and thank you to Tony and Liam for the incredible hard work that they do in trying to keep on top of all the visual issues that affect the appearance of the town centre.

Summer Flowers

Following the success of previous displays, the BID have commissioned 66 floral displays at the key junction approaches into the town centre.

We are also trialling 2 pyramid planters that will be displayed outside the Pitman Pharmacy to the Laptop & Computer Company shopping parade.

These are due to be installed in June and will remain until September.

The Big Street Clean - Deep Cleaning and Gum Removal

As part of the Big Spring Clean, the BID once again commissioned specialist contractors to carry out an environmental cleanse of the town centre.

The cleanse included a deep clean of the paving slabs that lifted the dirt, grease and gum from the town centre's high street. For the tarmac areas of the town centre, specialist equipment will be brought in to remove the chewing gum from these hotspot areas.

In Autumn, this cleanse will be repeated, but only within the targeted hotspot areas within the town centre.

Chewing gum removal

Give a young adult the opportunity to develop their talent within your business

Youth unemployment across our region is falling. From over 14,000 in 2012 there are now fewer than 8,000 18-24 year olds claiming job seekers allowance. But there remains a cohort of young adults who have been out of work for over 12 months and lack the skills employers need.

Talent Match Birmingham & Solihull is a multi-million pound Big Lottery Fund investment to prepare 1000 disengaged young adults for the world of work. Through intensive coaching, personalised wraparound support, volunteering and paid work placements, the programme aims to develop transferable life skills to keep participants motivated, engaged and able to unleash their talent in the workplace.

Improving our youth employment rate is about supporting employers to identify the talent they need to drive their business forward, as well as investing in tomorrow's workforce. Many employers are afraid of recruiting young people – 27% of businesses haven't recruited anyone aged 16-24 for the past year and 76% cite lack of work experience as the reason young adults are unprepared for work.

Talent Match Birmingham & Solihull is working with employers to provide subsidised paid placements that reduce the financial cost of recruiting new staff. We only recommend suitable participants, and through the Talent Match Company we make the recruitment and employment process simple and cost effective.

BVSC Enterprises were anxious about taking on a long term unemployed young adult through an employment programme as a result of difficult past experiences with apprentices. However, they decided to go ahead because Talent Match Company offered a safety net to work through issues if anything did go wrong.

Henry at BVSC enterprises

Emma Clarke, Enterprise Development Coordinator for BVSC Enterprises said, "We received Henry's CV just before the 2014 Christmas break as we were looking for a new member of staff to increase our capacity to accept more conference bookings. He interviewed successfully and has now been in his role as Junior Catering Assistant for three months. He has quickly become an essential team member and it's been encouraging to see him grow in confidence while working for us."

For more information contact Alison Sheffield at BVSC on 0121 678 8838 or email alisons@bvsc.org

BID projects

The BID "Improve, Promote, Support" projects all fall under 7 work themes. These are:

1 **The BIG Projects –** making Northfield cleaner (Big Caretaking service, graffiti removal, weed spraying etc.)

2 **Pride in Northfield –** making Northfield more attractive (Summer flowers, festive lights etc.)

3 **ShopWatch –** making Northfield safer (radio link radio scheme, police all out days)

4 **Vibrant Streets –** putting on quality entertainment (Northfield Beach, Northfield on Ice)

5 **Be part of something special –** encouraging people to get involved

6 **Spreading the word –** promoting the exciting things that happen

7 **Supporting businesses –** influencing key issues (financial savings on bills, business training and support, membership of the Birmingham Chamber)

Pride in Northfield - Mind your own Business Charter

Northfield BID under their "Improve – Pride in Northfield" work programme are looking to Northfield shops and businesses to have some "pride" within the shopping area, and making the shopping area more attractive to shoppers and visitors to the Northfield high street.

By improving the appearance of the town centre's environment, creating a cleaner, more inviting, attractive and welcoming that makes good business sense.

The BID continuously invests in developing and implementing projects to make visible differences to your trading environment. By creating an experience for your customers and playing on their sensory attributes can help increase your sales and invite them to shop and stay longer. By all of us "doing our bit", we can keep Northfield clean, attractive and inviting.

Questions to ask yourself (from a customer point of view)

- Does my shop front and forecourt look clean, attractive and welcoming?
- Is my back yard look neat and tidy?
- How does my window display look from the street?

Practical ways in contributing towards a cleaner Northfield for trading and customers are:

1. Removing fly-posters from the pedestrian guard rail. Not only are they unattractive, unsightly and cause a mess, they are also illegal;

2. Make it a daily routine to remove litter (and other eyesores such as cigarette butts, food/drink cartons etc.) from around your shop/ business premises;

3. Discourage delivery and other vehicles from mounting the pavements. This result can cause obstruction and damage to the pavements within the high street; in turn causes inconvenience and can potentially endanger your customers. Please encourage deliveries to take place early morning or late at night and persuade the drivers to unload within the allocated loading bays;

4. Ensure that your shop and business has a trade waste/ duty of care license in order to responsibility store and dispose of trade waste, and recycle wherever possible.

5. Inform the BID Town Centre Manager or the Caretaker of any problems or issues that are affecting your trading environment such as graffiti removal, loose paving etc.

By implementing these practicalities, we will create a sense of pride for businesses that trade on the Northfield high street. If you would like free litter picker to help you keep your shop front and forecourt tidy, call us on 07921 818828 or email bid@visitnorthfield.co.uk

Business Profiles

Store 21

768 Bristol Rd South, Northfield,
Birmingham B31 2NN
Telephone: 0121 476 2658
www.storetwentyone.co.uk

About

Store 21 sells ladies and children's clothing and homeware.

What can you offer Northfield?

Store 21 offers quality clothing and homeware at competitive prices.

When did you come to Northfield?

Store 21, itself, has been part of the Northfield community for 3 ½ years.

One random fact

The business has previously been known as QS, and Bewise, for over 10 years, also serving the Northfield Community.

3 Lions Fresh Food Co.

736 Bristol Road South,
Northfield B31 2NN
Telephone: 01214770114

About

3 Lions pride themselves on being the only fresh fruit and vegetable shop in the area!

What can you offer Northfield?

From freshly picked strawberries to bags of potatoes, 3 Lions definitely filled a gap in the market

When did you come to Northfield?

They have been in business since January 7th, 2015

One random fact

They also stock flowers and meat, all at affordable prices.

Bache signs

964 Bristol Road South,
Northfield B31 2PE
Telephone: 01214778558
www.bachesigns.co.uk

About

The company's main focus is the creation of signs and banners for individuals or businesses

What can you offer Northfield?

They have created signs for the new businesses that have opened in the area and they can even create signs or stickers for drum kits, bands and orchestras!

When did you come to Northfield?

Bache has been in business in Northfield since 2007

One random fact

Besides being creative, the owner, Geoff, is also a keen drummer!

Useful Numbers

Birmingham City Council (BCC)
0121 303 9944
Rubbish & Graffiti Reporting
0121 303 1112
Pest Control
0121 303 6007

West Midlands Police - Northfield
101 ext 823 6092
Environmental Health
0121 303 6007
Highways (BCC)
0121 303 6644
Amey
0121 303 6644

Amey Customer Services
0121 303 4149
Blocked gullies
0121 303 6644
Environmental Protection Unit
0121 303 9900
Planning Enquiries
0121 303 1115

Business Profiles

Ink spot

775 Bristol Road South,
Northfield B31 2NQ
Telephone: 0121 604 1712

About

Ink spot is a unique, independent business with local staff.

What can you offer Northfield?

Ink spot employ who spend money in the area. This means that they are gaining an income from Northfield but also investing back into it. Their business mainly focuses on the sale and refilling of ink so if your printer runs out of ink, definitely check them out for competitive prices!

When did you come to Northfield?

Ink spot have been trading in Northfield for 14 years, since 2001

One random fact

They're one of the smallest shop on the high street.

The Flower Centre

713 Bristol Road South,
Northfield B31 2JT
Telephone: 0121 4765795
www.flowercentre.co.uk

About

The Flower Centre is a local, independent florist, where all designs are handmade by the team. They offer local and long distance delivery to ensure that everyone gets the flowers they deserve!

What can you offer Northfield?

They can create amazing flowers for every occasion including weddings, funerals and as gifts.

When did you come to Northfield?

The Flower Centre has been in business in Northfield for over 30 years

One random fact

The owner, Joy, has worked there since she was 16 and has always lived in the area!

Taz Acceszories

829 Bristol Road South,
Northfield B31 2PH
Telephone: 01214398039
www.tazaccessories.co.uk

About

Taz Acceszories is a local, independent fashion and accessory store, stocking everything from bandanas to smoking accessories to workwear

What can you offer Northfield?

Everything he sells is reasonably priced and he sells almost everything!

When did you come to Northfield?

Opened in 2006, he has been trading in Northfield for 9 years. He has recently opened a new store on the high street

One random fact

He lives by the motto: 'Hardwork pays'!

Building Regulations
0121 675 7006
Support for Businesses
0121 675 7584
Business Rates
0121 303 5509
Commerical Waste
0121 303 2894

Scaffolding permits
0121 303 7045
Street Cleaning
0121 303 1112
Street Lighting
0121 303 6000
Traffic Signals
0121 303 6644

Emergencies OOH - Gas (Transco)
0800 111 999
Emergencies OOH - Electricity (Western Power Distribution) **0800 6783 105**
Emergencies OOH - Water (Severn Trent)
0800 783 4444
Emergencies OOH - Water (Severn Trent)
0330 123 5008 (mobile users)

Business Profiles

Midlands Supplements

818 Bristol Road South,
Northfield B31 2NS
Telephone: 0121 439 4460
www.midlandssupplements.com

About

Midlands Supplements are a sports nutrition and personal training company.

What can you offer Northfield?

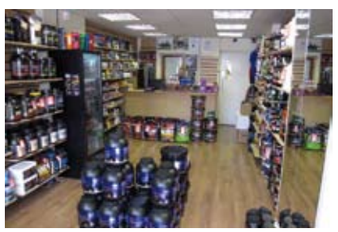
They operate their independent store on Northfield High Street, offering some of the lowest prices in the Midlands. They are committed and dedicated to physically improving themselves but they also offer their services to help others.

When did you come to Northfield?

They have been in business, in Northfield, since May 2014

One random fact

They believe that 'Leg day' is coming!



Phase 2 Premier Salon

691 Bristol Road South,
Northfield, Birmingham B31 2JT
Telephone: 0121 475 4329
www.phase2hair.com

About

Phase 2 Premier Salon has been established for over 46 years whilst remaining at the forefront of the industry, maintaining high standards, systems and outstanding reputation for quality hairdressing and customer service, which have been passed down through the team over the years.

What can you offer Northfield?

Our dedicated team are here to offer you the latest techniques and up-to-date trends in all aspects of hairdressing at competitive and affordable prices, supported with professional products that uphold our commitment to exceptional client care.

Our comfortable and stylish barber shop is situated on the first floor - totally separate from the ladies salon. Our team of highly qualified men's stylists specialise in all forms of men's grooming, from the latest trend inspiration in men's cuts and styles to creating your new look with a fusion of fresh talent and years of experience. We take great pride in the atmosphere of the barber shop.

When did you come to Northfield?

The company's barber shop/men's salon opened for business in 1969 and was originally located above the 'Sunflower Chinese restaurant' at 707, Bristol Road South, Northfield, Birmingham. During the late seventies the Barber Shop/Men's salon relocated a few doors down at 695, Bristol Road South to what was previously an old grocery store (the premises are today part of the Northfield Community Partnership Buildings).

In 1981 the company took ownership of an existing ladies hairdressing salon at 691 Bristol Road South known as 'Arthur and Conrad' which was locally known as the 'Park View Salon' (due to the fact that before the Grosvenor shop centre was built the Salon overlooked the park at Victoria Common).

This newly acquired Salon was re-branded as Phase 2 Hairdressing (hence the second salon) and in 1986 the Barbers shop/men's salon moved once again to the first floor above Phase 2, which is where it has remained to date, with both ladies and men's salons now trading as Phase 2 Premier Salon Limited.

One random fact

Senior hair designer 'Lee' has been at Phase 2 for 23 years.

Saving your business money

There are a number of schemes that you can apply for to save your business money, that are quick and easy to apply for.

Many of other BID businesses have applied for the funding available. Please take advantage of these savings:

Small Business Rate Relief –

of up to £1,500 will be available rates bills for occupied retail properties with a rateable value of £50,000 or less that are used for the sale of goods or the provision of food and drink. To be eligible, your business will need to fall into at least one of the following categories listed below:

- Shops (such as florists, bakers, butchers, grocers, greengrocers, jewellers, stationers, off licences, chemists, newsagents, hardware stores, supermarkets)
- Charity shops
- Opticians
- Post offices
- Furnishing shops/display rooms (such as carpet shops, double glazing, garage doors)
- Car/caravan showrooms
- Second-hand car lots
- Markets
- Petrol stations
- Shoe repairs/key cutting
- Travel agents
- Ticket offices (for a theatre or similar)
- Dry cleaners
- Launderettes
- PC/TV/domestic appliance repair
- Funeral directors
- Photo processing
- DVD/video rentals
- Tool hire
- Hair and beauty services
- Restaurants
- Takeaways
- Sandwich shops
- Coffee shops
- Pubs and Bars

For further information, please visit www.birmingham.gov.uk/retail-relief

Employment Allowance up to £2,000 per year! –

As an employer, you are eligible to claim "employment allowance" and reduce your employers' (secondary) Class 1 National Insurance each time you run your payroll until the £2,000 has gone or the tax year ends (whichever is sooner).

Please visit www.gov.uk/claim-employment-allowance for details on how to claim.

Capital Allowances –

claim capital allowances or "cash basis" if you are an independent sole trader or partner and have an income of £82,000 or less a year, for when you buy assests that you use in your business, such as equipment, machinery etc.

For further information, please visit, https://www.gov.uk/capital-allowances

Auditel

When it comes to purchasing many companies and retail businesses are taken advantage of by suppliers who rely on the time pressure you are under, their industry knowledge over yours, and the lack of benchmark data available to you to ensure deals are right for them but not you.

For 20 years Auditel has been a leading cost management consultancy helping businesses retain as much of their hard earned profits as possible. We are partners with the Greater Birmingham Chamber of Commerce and have been assisting members over the past 5 years recover money from suppliers who have overcharged and helping them save money by making informed procurement decisions.

If you are in any doubt as to whether you are obtaining best value from suppliers then please consider speaking to Auditel, and learn how we can assist you to save money.

Cost Categories covered:

- Electricity
- Gas
- Merchant cards
- Print & stationery
- Telecoms
- Water
- Waste
- Business rates.

Contact Details:
Adrian Burton
Tel 01922 411000
Mob 07767 675243
adrian.burton@auditel.co.uk

What do you receive for your Levy Payment?

CLEANER STREETS

- Extra litter picking, annual jet washing and gum removal. Without the BID, the streets would not receive these additional services to keep Northfield's pavements looking clean.

SAFETY

- 52 weeks of collaborative working with West Midlands Police, Northfield Neighbourhood Team
- Radio link scheme & Retail Crime Operation Schemes which have led to a significant reduction in business crime

CHRISTMAS LIGHTS & CHRISTMAS EVENT

- The BID spent £14,000 on the festive lighting scheme and Christmas Tree (Travellers Rest junction) as well as contributing towards the Northfield on Ice event. Without the BID, there would be no festive lights, Christmas tree or Christmas event in Northfield.

BEACH & CULTURE MASH

- In conjunction with our sister organisation the Northfield Community Partnership, the BID contributes over £17,000 to the critically acclaimed Northfield Beach & Culture Mash by providing quality entertainment for the first week of the school holidays. The BID contribution provides a contribution towards fulfilling its "Vibrant Streets" programme and promoting Northfield high street as the place to be for children, young people and families.

FLORAL DISPLAYS

- The BID spends on average £6,000 a year on the floral displays on the pedestrian guard rails at the keys junctions entering and exiting Northfield high street. Without the BID, there would be no floral displays within Northfield.

BUSINESS SUPPORT

- Help with grants, rates relief information, highways issues etc.
- The BID is now a premier member of the Birmingham Chamber, and can benefit from all the best support, advice and opportunities for your business including:
  - Providing free and subsidised training workshops on issues of concern pertaining to the operation of your business;
  - Provide contacts for partner services to help you reduce your business costs;
  - Free services to provide your business with support services such as HR, Health and Safety, Employment Law and legal advice
  - Access to grants and funding to help your business grow.

SOURCING LOCAL

- Our philosophy is that we will always try and source everything the BID needs in the following place order:

1. BID area
2. Northfield wide
3. Birmingham
4. Nationwide

PROACTIVE LOCAL MANAGEMENT

- The BID reports and facilitates the repair of reported street faults, fly tipping, fly posting and graffiti.
- The BID provides a Caretaking Service who carries out extra litter picking and graffiti removal that are an eyesore.

ADDED VALUE

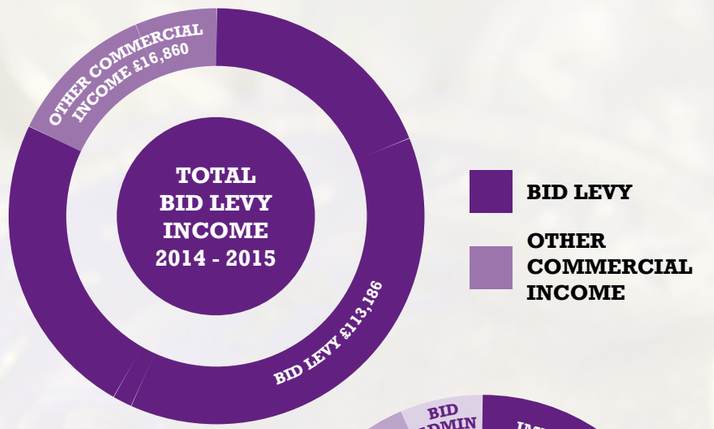
- The BID levers in funding from other stakeholders on top of the levy "investment" for use in the area. Without the BID, these funds would not be available on our "Improve, Promote, Support" initiatives or would be spent elsewhere.

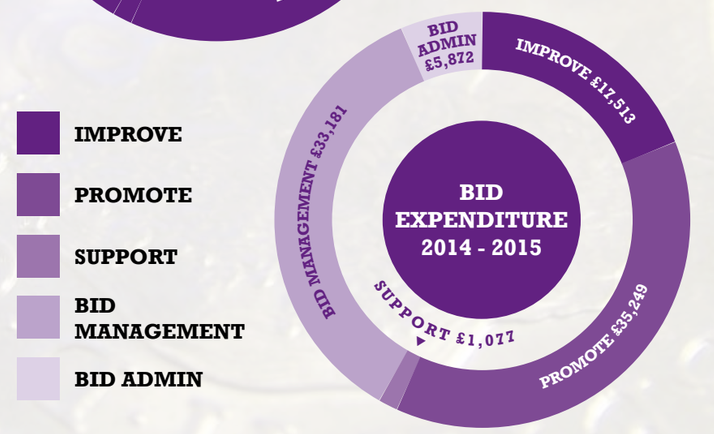
EFFECTIVE BUSINESS VOICE

- We are constantly lobbying on a local, regional and national level for Northfield and our businesses to ensure that the decision makers know your needs and requirements and are taken into consideration when planning for the future which may affect the area and your businesses.

BUSINESS LED, LOCAL & INCLUSIVE

- The board is made of local business leaders who volunteer their time for free to work towards a better trading environment for Northfield. The BID is designed by local Northfield businesses, led by local Northfield businesses and deliver services to Northfield businesses on a daily basis.





Here is a breakdown of the BID income and expenditure from April 2014 to March 2015

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

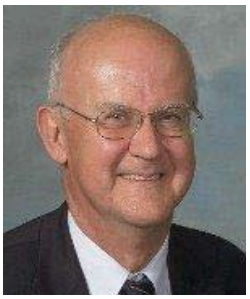
Big Caretaking Service	**£5,513**
Environmental Cleanse (deep clean/gum removal)	**£6,530**
Floral Enhancements	**£5,270**
Festive Lights, Christmas Tree and Banners	**£11,630**
Northfield on Ice (in conjunction with the Northfield Community Partnership)	**£2,258**
Northfield Culture Mash (in conjunction with the Northfield Community Partnership)	**£13,960**

Board members ▼

Andy Clarke
Chair
(Phase 2 Salon)

Nigel Peardon
Company Secretary
(Local resident)

Sgt David Lamerton
(Northfield Neighbourhood Police Team)



Cllr Randal Brew
(Northfield Ward)

Cllr Peter Douglas Osborn
(Weoley Ward)

Carl Brown
(CeX)

Joy Gill
(The Flower Centre)

Andy Mcleod
(United Carpets)

Helen Sanders
(Sainsbury's Northfield)

Paul Merry
(JD Wetherspoons, The Black Horse)

Pete Barber
(Northfield Shopping Centre)

Sainsbury's

wetherspoon

NORTHFIELD shopping

Staff ▶

Marcia Greenwood
(Town Centre Manager)

Natasha Kelly
(BID Assistant, TCM Apprentice)

Tony Adams
(BID Caretaker)

Liam Adams
(Assistant BID Caretaker)

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.

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c/o Northfield Community Partnership
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