



Help Us to Help You, Support Northfield, Support the BID

CHAOS ON THE HIGH STREET

We speak to Andy Clarke, owner of Phase 2 Premier Salon and Northfield BID Chairman, about a past issue that affected Northfield Town Centre.

This is one of the many issues that Northfield BID deal with on a daily basis.

Northfield Business Improvement District (BID) has been in operation since January 2012. The BID has dealt with many issues affecting businesses and their trading environment by providing business support and lobbying decision makers, such as the City Council, West Midlands Police and other service providers.

Below is one such story where the BID was instrumental in resolving a Town Centre problem that affected you. It highlights example of the BID's support and commitment to Northfield Town Centre.

Why were you frustrated?

There was chaos on the High Street that was affecting everyone's business. Initially, there was a burst water main on the Bristol Road South (Junction off Bell Lane). Upon investigation, the burst was found in four places on the main water pipe. This was found to be eroding the Bristol Road South for years. This occurred in June 2014.

What happened?

Contractors came to dig up the road to fix the leaks, after they repaired the leaks, the contractors left the Bristol Road South unusable and in such a state for several weeks, with no sign of activity from the contractors to make the road useable again.

How did this affect Northfield?

Whilst waiting for a different set of contractors to reinstate the Bristol Road South, buses were diverted, temporary traffic lights were in place, resulting in traffic backing up and there were incidents of road rage etc. This was very damaging to trade within the Town Centre due to a loss of custom. For weeks, buses only passed through the outskirts of the Town Centre rather than through it.



What did you do, as the BID Chairman, about it?

I spent hours making phone calls and sending emails on behalf of the BID, talking to different departments and service providers. I contacted the Evening Mail, involved Councillors and Richard Burden MP, to apply pressure on the right people to get the issue resolved.

“Constant queues around the hole as road closed, has meant us queuing just to get back into our yard. Customers have been put off collecting flowers for the same reason. Northfield has suffered lots of road closures due to road works and utilities, over the past few years. The resulting diversions cause many traffic queues and put potential customers off, they avoid coming anywhere near Northfield.”

Joy Gill, The Flower Centre

Did this resolve the issue?

Yes. Without the BID contacts, I wouldn't have been able to get through to the right person. The pressure from the BID and from local figures ensured that the road was reinstated and the Town Centre gradually returned to normality.

Added Value

As demonstrated, the BID played and still continues to play a proactive part in representing you and your business when dealing with public agencies on your behalf. Without the BID, businesses will have to deal with these agencies and the bureaucracy themselves. Don't forget that the BID played an important part in making sure that the new leisure centre is to be rebuilt on its current site, rather than in Longbridge Town Centre. Without the BID lobbying on your behalf, Northfield would have lost its most popular leisure facility.



