

# NORTHFIELD BID MID-TERM REVIEW

Produced by  
Heartflood Ltd

September 2024

## Executive summary

Heartflood were recently commissioned to support a review of the Northfield BID, which included a survey of BID businesses in order to assess the views of BID levy-payers. As well as the survey, the assessment included meetings with BID staff and a review of key BID documentation to allow an analysis of progress against the current Business Plan, with the following main conclusions being reached:

- Despite difficult financial circumstances, the BID staff seem focused upon efficient delivery of the 2022-2026 Business Plan
- A range of sound BID systems seem to be in operation, which include annual accounts, operational plans, annual general meetings and contracted service provision
- Good progress has been made against the majority of the 2022-2026 Business Plan objectives, which we anticipate will continue at the required rate for the remainder of the BID term
- The BID communicates well with levy-payers through a variety of media, including business visits by members of the BID staff
- In general terms, BID levy-payers seem both considerably aware of the work of the BID and generally satisfied with the work carried out by the BID on their behalf

The main recommendations which we would make are as follows:

1. Four Business Plan projects are currently at significant risk of not being undertaken due to budget pressures and we recommend that the BID continues to seek funding to allow at least one of these initiatives to be completed before the end of the current term.
2. Whilst the BID is overseen by a balanced Board, we consider that the BID Board would benefit from at least two additional business representatives in order to increase the proportion of private sector members to better reflect the composition of the BID area.

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