



BID NEWSLETTER

MARCH
2018



Northfield in Bloom 2018

Since the BID started in 2012, Birmingham City Council Parks and Nurseries has provided the BID's with its floral displays on the pedestrian guard rails and the 46 floor planters. However, this year, Parks and Nurseries has excessively increased their prices across the board and if the BID was to replicate its order from last year, this would equate to a 45% increase.

This year, instead of the BID accepting the inflated price increase, we have procured Singleton Nurseries to provide

the Town Centre with summer/winter floral displays. However, because of the bureaucracies encountered with Birmingham City Council, unfortunately we will not be able to provide the flower boxes on pedestrian guard rails, but only for the floor planters. So, the BID area will still be in bloom, but not to the full extent of previous years.

We will continue to work with Birmingham City Council and their contractors to ensure that the BID area is back 'in bloom' for summer/winter 2019.



New BID Team Member

My name is Brett Pheasey and I thought I would take this opportunity to introduce myself. As some of you may know as of the 5th February 2018, I became a part of the Northfield BID team as a High Street Security Officer.

I know the Northfield area extremely well, having grown up in Northfield, and having family living in and around the area. This is one of the reasons why I am dedicated and passionate about helping to reduce the incidence business crime and anti-social behaviour in Northfield to make it a nicer and more enjoyable place for people to shop.

I have always thought the saying 'two heads are better than one' is an accurate one as I believe working as a team with all businesses not only on the high street but within in the shopping centre will really enable us to have eyes in all areas and react quicker to situations before they escalate.

You learn something new everyday and my aim is to build up a good working relationship with all the staff in shops, businesses and security officers to use everybody's knowledge and experience

to help build a stronger unite against offenders.

What I have learnt about Northfield BID so far is that the high street security officer role was created to provide a safe and secure shopping experience for visitors that visit Northfield and to also provide businesses with a reassuring presence and to help businesses feel protected against business crime. I wanted to work with an organisation such as the BID to help businesses such as yourself to help you address your business crime issues.

As well as having previous experience within retailing, I used to work for the prison service as a security officer. My experiences will give me the opportunity to help me to help you.

I would also like to thank my colleagues and everyone who works within the Town Centre for their ongoing support and guidance as without you, we could not help make Northfield Town Centre a better place to visit and work.

Brett – High Street Security Officer



We Did It!...

We brought the Bus Stop back to Northfield!

In our last edition (November 2017), the BID reported that Transport for West Midlands (without any meaningful and accessible consultation) had decommissioned several much-used bus stops, in particular the bus stop outside the Northfield Shopping Centre. The closure of this bus stop affected passengers that used bus numbers 29, 39, 39a and X61.

The BID, Northfield Shopping Centre and others that had an interest in this issue asked for Transport for West Midlands to reconsider the suspension of this particular bus stop and to bring it back to use 'for the health and well-being of Northfield Town Centre and for the businesses, in particular the

independents affected by the closure of the bus stop[s]'.

The campaign gathered momentum after articles appeared in an issue of B31 Voices (18th October 2017) and the Birmingham Mail [online] (22nd October 2017).

Over 380 supporters signed the online petition at www.change.org. There were a number of community and resident groups who also supported the cause through varying consultative forums.

The BID is pleased to announce that the overall campaign by the BID and others has resulted in the bus stop outside off the Northfield Shopping

Centre being reinstated. Upon hearing the news, Marcia Greenwood, BID Town Centre Manager said, "On behalf of the Northfield business community, we are delighted that common sense has finally prevailed, and Travel for West Midlands will be reinstating the bus stop that was suspended outside off the Northfield Shopping Centre (last October).

We know that the closure of this bus stop, even on a temporary basis caused an 'inconvenience' to the Northfield community. By campaigning for its reinstatement, this shows that if the Northfield community comes together for a common cause, together we can make a difference!"

Adam Meade, Northfield Shopping Centre Manager added, "It's great news for the town centre that these much needed and very well used bus stops have been reinstated. Thank you to everyone that registered their support for the reinstatement, either via the BID's petition or directly with Transport for West Midlands.

Losing these bus stops caused a great inconvenience to many of our customers and staff here at the centre and of course local businesses and I am delighted that so many people offered their support and made their voices heard. Without this we would not of achieved such a positive outcome and this is proof that if we all work together as a community, we can achieve our aims."



Bus stop outside the Northfield Shopping Centre

GDPR ARE COMING...

SHOULD I DO ANYTHING?

FROM MAY 25TH, 2018 THE GENERAL DATA PROTECTION REGULATIONS (GDPR) WILL BE ENFORCED.

GDPR is intended to ensure personal data is subject to more stringent regulations with the aim of giving people more control over the data held about them and to safeguard their privacy.

Those found in breach of the regulations face significant penalties, namely:

- up to **2% of annual worldwide turnover** of the preceding financial year or **10 million Euros** (whichever is **greater**) for violations relating to internal record keeping, data processor contracts, data security and breach notification, data protection officers and data protection by design and default and
- up to **4% of annual worldwide turnover** of the preceding financial year or **20 million Euros** (whichever is **greater**) for violations relating to breaches of the data protection principles, conditions for consent, data subjects' rights and international data transfers.

In short, employers who previously regarded non-compliance with EU data protection law as a low-risk issue will be forced to re-evaluate their position.

We all appreciate that as small businesses we have many other challenges to address and therefore we may place GDPR on the back burner thinking it will not impact us.

We recommend that you don't do this but take some sensible actions to at least show you are taking sensible precautions.

Obviously, there can be no guarantee that if you do breach the regulations that this protects you from any penalties, but it will be a better defence than just doing nothing.

In this article we discuss what GDPR requires and our recommendations of the actions you should consider.

In outline this requires:

Only personal data that has a legitimate purpose can be retained and must be deleted once this purpose is concluded:

- The data can only be used for this purpose.
- Persons must give permission for the purposes the data is held for.
- Persons have the right to forgotten and if they issue this request then their personal data must be deleted.
- Persons have the right to know what data is being held and can insist any errors are corrected.

So, what should I do?

1. Protect your data.
2. Make sure the personal data your Organisation is holding is accurate.
3. Make sure you get agreement from persons whose personal data you are holding to use the data for a specific agreed action.
4. Ensure you have tools and procedures in place so that you can record and manage requests appertaining to GDPR.
5. Ensure you have tools and procedures in place to identify and report breaches.

Protect your data.

Data is vulnerable to being stole; potentially without your knowledge and to being corrupted.

This can happen by people acquiring access to data via applications [WORD,

EXCEL, SAGE, etc.] and exporting or copying data, or by changing the data incorrectly or maliciously.

It is recommended that:

1. All users are aware of the GDPR and the best practice to aid the Organisation and revise policies and procedures accordingly.

This to include:

- a. Use strong passwords when accessing functional applications [e.g. SAGE].
 - b. Use passwords on office tool [WORD, EXCEL] files holding personal data.
 - c. Change passwords regularly.
 - d. Do not share passwords.
 - e. Keep passwords private and never send them by email.
 - f. Do not embed personal data into emails. If it is required, then create a password/encrypted; attached file.
2. Put in place procedures to ensure that personnel are complying with the policies and procedures.
 3. Protect your data from unauthorised access by encrypting the files.
 4. Although it is impossible to guarantee 100% protection from Cyber-attack, take all sensible precautions such as acquiring cyber-essentials accreditation [www.gov.uk/government/publications/cyber-essentials-scheme-overview] and deploying cyber defence tools including firewalls and anti-virus.
 5. Ensure that hardcopy personal records are held in secure filing cabinets, safes, etc.

Make sure the personal data your Organisation is holding is accurate and relevant.

It is recommended that:

1. You create a register of all the places [both digital and hard copy] where you are storing personal data and cross reference to purpose.
2. Ensure they are protected [see above].
3. Systemically go through these files and check for accuracy and correct if necessary.
4. Systemically check if the data is still needed to satisfy the purpose of the file and if not delete/destroy.
5. Ensure that the data is only used for the purpose attributed. This must be notified to all potential users of that data.

Personal permission

It is recommended that you ensure when collecting personal data, you acquire the person's permission to store the data and to use it for purpose intended.

Request management

It is recommended that some preparation is undertaken to manage, and process requests made under GDPR.

These include:

1. Keep a register of requests and when they are satisfied.

These requests can include:

- the right to be informed, which encompasses the obligation on employers to provide transparency as to how personal data will be used.
- the right of access, like those rights under the Data Protection Act (DPA) and encompassing the ever-popular subject access request.

- the right to rectification of data that is inaccurate or incomplete (again like the DPA).
- the right to be forgotten under certain circumstances.
- the right to block or suppress processing of personal data (like the DPA).
- the new right to data portability which allows employees to obtain and reuse their personal data for their own purposes across different services under certain circumstances.

2. Put in place appropriate policies and procedures to manage the requests.

Identify and report breaches

It is recommended that some preparation is undertaken to manage, and process requests made under GDPR.

These to include:

1. Means to identify unauthorized access of hardcopy or digital data stores.
2. Separate register of whose details may have stolen / copied / corrupted / destroyed.
3. The definition of the data held [e.g. public data [name, address, phone numbers, email addresses, etc.], data that may cause personal upset [opinions, associations, etc.], data that may cause reputational damage [medical details, criminal activity, etc.], data that may cause financial harm [bank details, etc.].
4. Assess if any breach will result in risk to the individual's rights and freedoms and if it does inform the relevant regulator of a personal data breach within 72 hours of becoming aware of the breach.

Finally, please take advice from as many professions; be they legal, digital or technical, in order that you get the broadest set of opinions possible.

GDPR is one of the biggest changes in data regulation ever and data has become one of the key assets of every Organisation. The implications are huge and many experts in the field believe that full implications of these new regulations are yet to be fully understood.

Don't feel this is a reason to ignore them and so as a final recommendation please take as much advice from as many professionals as possible, be they legal, digital or technical so that you get a broadest set of advice possible.

For further details please visit www.zurity.co.uk or contact James Hicken

07960 632 956

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Royal Orthopaedic Hospital launches new website!

www.rohcharity.org

Many people across the country face an uncertain future of chronic pain, disability and terminal illness. It can happen to anyone at any time.

We believe that every single person is valuable and deserves the best health care and treatment possible.

With your support we can access the latest equipment and technology to treat more patients, conduct more research to improve care, cure disease and save lives. And can support our staff to keep learning and growing so that they are ready for the challenges of the future.

Why not join our 10k Run Team on the 6th May 2018.

Last year we raised over £3000.00 through running events, this year we want to achieve even more! Half way between a 5k and a half marathon, this is the perfect preparation to become an active runner. Why not represent ROH and help raise funds to support the life-changing work of the hospital.

How to join the team

Anyone can run in our team! Whether you work here, have received treatment here or just value the work of our hospital, you're welcome to join the team. Here's how:



THE ROYAL ORTHOPAEDIC HOSPITAL
CHARITABLE FUND

- Registration is free (we'll pay your fee) but we ask that you agree to raise a minimum of £100
- The registration deadline is 6th April 2018
- You will receive a pack of information prior to the event and a specially designed ROH running shirt
- You will be supported with materials and resources to help you raise funds
- You will be supported on the day by the ROH Team - Contact us on roh.charitablefunds@nhs.net to sign up!

Donate online:

www.justgiving.com/ROH

Donate by text:

Text ROHT31 £5 to 70070 to donate £5 to the charity

Become a regular giver:

Set up a standing order via justgiving.com/ROH, whether its £1 or £10 it all helps!

Leave a legacy:

Why not leave a gift to the hospital in your will. For more details contact: roh.charitablefund@nhs.net

Send cash or a cheque:

Please post to: Communications & Fundraising Team, The Royal Orthopaedic Hospital Northfield, Birmingham B31 2AP



Be part of something amazing ...
Support us.



roh.charitablefunds@nhs.net

www.facebook.com/rohnhsft

@ROHNHSFT

www.rohcharity.org

0121 685 4329



Social Media - 'free advertising'

The BID manages 3 Facebook pages and 2 Twitter accounts for businesses and visitors to the Town Centre:

f www.facebook.com/NorthfieldBID

Dedicated to the friends of the town centre who have an interest in its future;

f www.facebook.com/visitnorthfield

Provides information for visitors and customers who visit Northfield for the 'retailing plus' experience;

f www.facebook.com/NorthfieldTownCentreEvents

Advertises town centre events and other events outside of the town centre that may be of interest to Northfield's large and diverse customer base;

t www.twitter.com/northfieldBID

t www.twitter.com/VisitNorthfield

i www.instagram.com/northfield_bid



Remember to send me in your offers or anything else you wish to promote to people that 'like' or 'follow us' on social media.

This is free advertising for you and your business.

Contact us

To get involved with any of our projects or think that you have a new project idea to fill in the gaps or add 'additionality' to BID services, please contact us.

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▶ www.northfieldbid.com

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IMPORTANT! PLEASE READ...

We've changed our email addresses.
Please update your email contact list!

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Movers and shakers in Northfield

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