

## Northfield BID needs you!

Northfield Town Centre BID Limited currently have 9 director vacancies that they would like to fill on their board of directors. The majority of the directors are stakeholder representatives of local Northfield Town Centre businesses.

The stakeholder representatives are:

- Retail – multiples & independents
- Food, Leisure & Hospitality
- Other Services – Business & Community
- Property Owner

Other company directors that serve on the Board are councillors, police and for the start of BID2, a Northfield Community Partnership trustee.

The BID is operated by an independent and private sector led 'not for profit' company, limited by guarantee, run by a board of directors who are accountable to BID levy payers for:

- Upholding and promoting the continued vision and objectives for the Town Centre;
- Delivering BID projects and services efficiently and effectively;
- Reporting regularly on progress and performance;
- Promoting the active and continued support of Town Centre businesses and partner organisations.

The Board of Directors is led by a private sector chairperson, Andy Clarke (Phase 2 Premier Salon) and is presently supported by a cross section of business sectors and skills, supported by key stakeholder representatives as follows:

- Andy Mcleod, United Carpets
- Joy Gill, The Flower Centre
- Carl Brown, CEX
- Adam Meade, Northfield Shopping Centre
- Sgt David Lamerton, West Midlands Police

- Cllr Randal Brew (Northfield)
- Cllr Peter Douglas Osborn (Weoley)
- Nigel Peardon (Community representative)

Service as a director is voluntary and receives no remuneration.

The BID Board of Directors has the responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction of the BID.

The Board of Directors provide advice on operational and service delivery issues, oversee performance measurement, and acts as the primary consultative and advisory body on BID services.

If you would like further information about the BID and/or would like to apply to join the board of directors, please contact Marcia Greenwood on 07921 818 828 or email [m.greenwood@visitnorthfield.co.uk](mailto:m.greenwood@visitnorthfield.co.uk)

## And finally...

### Staff news

Natasha Kelly (Tash), former BID apprentice has now left the BID Company. The BID Company has wished Tash all the best in her future job ventures.

### New job role?

Look out for our next newsletter which will be circulated early next year. The BID hopes to be announcing a new job role for an 'already familiar face' on the high street!

### Social Media

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

- I. [www.facebook.com/NorthfieldBID](http://www.facebook.com/NorthfieldBID)  
Dedicated to the friends of the Town Centre who have an interest in its future;
- II. [www.facebook.com/visitnorthfield](http://www.facebook.com/visitnorthfield)  
Provides information for visitors and customers who visit Northfield for the 'retailing plus' experience;
- III. [www.facebook.com/NorthfieldTownCentreEvents](http://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;
- IV. [twitter.com/northfieldBID](https://twitter.com/northfieldBID)
- V. [twitter.com/VisitNorthfield](https://twitter.com/VisitNorthfield)

### Free advertising

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.

### Graffiti removal

Lets keep our high street graffiti free! The BID provides free of charge graffiti removal from your business premises.

Please let Tony and me know the address of where the graffiti needs to be removed, along with any photo of the graffiti or tag that you may have.



### A message from local residents

I have just received a letter from Councillor Randal Brew, who recently attended an event at Chatham Place.

The residents who live in the home were extremely complimentary about the staff in the shops they used along the Northfield High Street and asked that this message be put across to all our levy payers.

Northfield staff were described as "pleasant, unobstructed but very helpful" by customers!

## 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.

- ▶ **Marcia Greenwood**  
BID Town Centre Manager  
📞 07921 818 828  
✉ [m.greenwood@visitnorthfield.co.uk](mailto:m.greenwood@visitnorthfield.co.uk)

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BID Caretaker  
✉ [tony.adams@visitnorthfield.co.uk](mailto:tony.adams@visitnorthfield.co.uk)

- ▶ **Matt Beard**  
BID High Street Security Manager  
✉ [m.beard@visitnorthfield.co.uk](mailto:m.beard@visitnorthfield.co.uk)

- ▶ **Follow us online and on social media**  
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## Christmas Appeal - please help!

One of our BID members, the Royal Orthopaedic Hospital is currently renovating its Children's High Dependency Unit (HDU). Staff Nurse Jenny Ledwidge says, "We are currently renovating our Children's HDU and we're looking for donations from local businesses to help improve the experience our patient and families have when they stay with us."

For example:

- Board games
- Playing cards
- Arts and crafts
- Nail art
- Removable wall stickers
- Posters
- DVDs
- Xbox
- Xbox games
- Docking stations for music
- Vouchers for families to spend on their children
- Cinema tickets for siblings a long way from home visiting
- Bowling tickets for the families
- Meal vouchers for the families
- Pamper sets

"We would be so grateful for your help and I know it would really help the children to feel more normal and have a better experience while they recover".



The link to our appeal is [www.roh.nhs.uk/hdu](http://www.roh.nhs.uk/hdu)

We also have a Just Giving page which you can donate to should you wish. [www.justgiving.com/roh](http://www.justgiving.com/roh)



## Editorial

Welcome to the Autumn (and final BID1 edition) newsletter before the Christmas season starts.

Since the last edition, the BID Board of Directors and the management team have been working with partners and other agencies to tackle the problems and issues that you have reported to us, namely parking enforcement and anti-social behaviour.

We hope to have some progress to report to you in the New Year. Watch this space for further details.

Since the BID renewal ballot result was announced in July, the BID has been

working with:

- Working with Parks & Nurseries to negotiate a cost effective price to replant all the floor planters within the Town Centre with winter plants.

- Working with contractors and suppliers to plan for Christmas 2016 displays, lighting, trees and events

- Discussions and consultations with Job Centre Plus (work placements/ experience and recruitment services) and Bournville College (apprenticeships) that could benefit the BID and the town centre in the long run.

- Meeting with other partners to develop projects that will benefit the town centre, (to name but a few).

More details about new projects and initiatives will be published in our first BID2 newsletter in Winter 2017.

*Marcia Greenwood*

**Marcia Greenwood**  
Northfield BID Town Centre Manager

## Animating the Town Centre - Northfield on Ice is back...

On Saturday 26th November, the Northfield on Ice event will be taking place on Prices Square, 11.00am till 5.00pm.

This year's event will feature:

- 'Dry' 10m<sup>2</sup> rink
- Life size snow globe for photo opportunities
- Treasure Trail
- Arts & crafts workshops
- Local community choirs/groups
- Music
- Face painting
- Balloon modelling
- Popular character mascots
- Train & Chair fairground attractions

As always, there are lots of opportunities for you to get involved on the day. Please contact the BID Team to let us know how you would like to contribute to the day.



# Hello... is anyone out there?

West Midlands Police Northfield Neighbourhood Team and the BID High Street Security Manager have noticed a considerable reduction in radio usage whilst they have been out on patrols within the Town Centre.

We would therefore like to encourage all radio users to please charge their radios over night, to turn on their radios on in the morning and to do a simple radio check.

For example...

**Shop 1:** Press and hold "push to talk" button (say your store name) to any user for a radio check please?

**Shop 2:** Press and hold "push to talk" button (say your store name) to (repeat shop 1 store name) radio check received loud and clear, standing by.

This radio check can be done by any store that has their radio on. The radios are then ready to pass any suspicious activity on to all stores listening. Which has the potential of preventing a theft in your store.

The Neighbourhood Team & the High Street Security Manager are really keen to establish strong communication from store to store to help in the reduction of crime and to help increase vigilance across the stores so that it sends a clear message out to offenders that Northfield isn't the area for them to come shoplifting!



## Help your business to grow with Get Set for Growth!

**FREE BUSINESS & MARKETING SUPPORT FOR NORTHFIELD BUSINESSES.**

The Get Set for Growth workshops can help unlock growth potential of Northfield Town Centre retailers and independent businesses

Northfield businesses are being encouraged to take advantage of free workshops that can help support the growth of your business by providing free of charge marketing and business workshops.

Provided by GetSet for Growth (with funding from the Regional Growth Fund) their user-friendly workshops can provide you and your staff to:

- Make use of social media such as Twitter and Facebook for businesses.

- Help develop and build with you marketing strategies.

- Give you hints and tips to make the most of the marketing opportunities that are out there for your business to take advantage off.

And much, much more...

They offer a range of services tailored to suit you, delivered where you are, at times to suit you. They're focused on giving you the skills and knowledge you need to build your business, whether you're a fast growth scale-up or a business that has ambition but is a bit stuck.

To find out more about how GetSet For Growth can help your business, call free on 0800 917 9325 or visit [www.getsetforgrowth.com](http://www.getsetforgrowth.com)



## Funding opportunities for your small and medium business

### Innovation grants for SMEs

Aston University is offering small innovation grants of £2,500 to help local businesses become more competitive and to develop new services and products under the Innovation Vouchers Scheme.

Applications will be considered from SMEs in the Greater Birmingham and Solihull, Black Country and the Marches LEP areas.

For more information of the match funding required and an application form, please contact Joanna Fletcher on 0121 204 4303 or email her at: [innovation-vouchers@aston.ac.uk](mailto:innovation-vouchers@aston.ac.uk)

### Veolia EnviroGrant

The latest round of Veolia's EnviroGrant is now open for applications from local community groups and organisations.

Grants of up to £1,000 are available for environmental and community projects or schemes that contribute to the protection and improvement of the local community through practical action, promotion or education or for projects that improve the quality of life for the local community by providing new facilities or improving those that already exist.

Applications need to be with Veolia by 30 November 2016. Further information on this grant can be found online at: [http://www.veolia.co.uk/birmingham/sites/g/files/dvc501/f/assets/documents/2016/03/Birmingham\\_Envirogrant\\_Leaflet.pdf](http://www.veolia.co.uk/birmingham/sites/g/files/dvc501/f/assets/documents/2016/03/Birmingham_Envirogrant_Leaflet.pdf)