

Calling for BID Board Directors

Northfield Town Centre BID Limited will be set up as a new independent 'not-for-profit' company responsible for delivering the BID. It has been incorporated and we are seeking nominations for its Board of Directors.

The board has both Stakeholder Directors and Business Directors. Of the four Stakeholder Directors, one will be a resident and the others appointed by their respective organisations Birmingham City Council and West Midlands Police.

To ensure the independence of the Board there are also 13 Business Directors selected from the businesses who were eligible voters for the BID and who become 'Members' of the BID Company. There are four categories of

Business Directors as detailed below.

Applications are invited from senior-level, motivated BID members who feel that they have the time and commitment to help shape and develop Northfield BID in line with the BID Proposal.

To be eligible you must work for a member company - that being a company who had a vote in the BID ballot - and your place of work should be within the BID boundary.

If you would like a chat about these vacancies, the application form, recruitment procedure and the likely time commitments, please contact:

Liz Newton,
Town Centre Manager
liz.newton@visitnorthfield.co.uk
0121 411 2157

Applications should be received by Friday 23rd December. Interviews will be conducted by a Nominations Sub-committee of Northfield Town Centre Partnership board in early January.

-  Retail - multiple and independents
-  Food, leisure and hospitality
-  Other services - business and community
-  Property owner



How can I find out more?

If you'd like more information or to find out how the BID can benefit your business, please get in touch:

Andy Clarke
(Phase 2 Premier Salon)
Chair of Northfield Town Centre Partnership
info@phase2hair.com
0121 476 4879

Nigel Peardon
Vice Chair of Northfield Town Centre Partnership
nigelp@bidologyconsulting.co.uk
07804 272895

Joy Gill
(The Flower Centre)
Director of Northfield Town Centre Partnership
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0121 476 5795

Liz Newton
Town Centre Manager
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NORTHFIELD

Business Improvement District

Northfield BID gets a YES!

An overwhelming majority of businesses have voted 'YES' to setting up a Business Improvement District (BID).

This is fantastic news for the businesses of Northfield town centre. Whilst these are difficult times for many of us, we are very excited to have the opportunity to focus additional effort and resources on improving the future environment and profile of the town.

We have made a number of pledges that we intend to pursue over the coming months and years for the benefit of all businesses, their staff and customers.

I would like to thank all of those who have helped to make the BID possible and emphasise that, regardless as to how you voted or even if you did not vote, the BID will seek to improve and promote Northfield as a whole and be of benefit to all businesses.

With the BID in place, we can now begin to bring about real change on our doorstep.

Andy Clarke
Chairman, Northfield Town Centre Partnership
Owner, Phase 2 Premier Salon





Ballot result

80% of all those who voted were in favour of the BID progressing.

For the BID to be successful, a majority by rateable value was also required. This was achieved with 85% of the total value of those who voted.

39% of the total potential votes were cast. The Ballot was held between 26th September and 27th October 2011 and was conducted by independent scrutineer Electoral Reform Services.



Northfield BID wins your support

Businesses and organisations in Northfield town centre have made their voices heard and voted in favour of taking more control over their futures by setting up a new Business Improvement District (BID).

This result follows months of planning and an extensive consultation and communication campaign.

Northfield town centre is home to 220 businesses and in the first five year phase of Northfield BID, at least £0.5 million will be generated to fund improvements and developments as set out in the BID Proposal. The main themes will be to improve and promote the town centre, and support local businesses.

This 'YES' sends out a positive message that businesses in Northfield mean business and are willing to work in partnership to fund agreed additional projects and initiatives to improve their own environment and enhance the identity of the area, despite the current economic challenges.



Getting started

The BID will officially start on 1 January 2012 and, following an initial start-up period, will 'go live' with the core BID activities during April.

Action is already being taken to ensure that the BID's early priorities are delivered.

the steets, hanging baskets and 'Welcome to Northfield' signage.

undertake a number of surveys of environmental quality and people's perceptions of Northfield.

Working on your behalf, Liz Newton, Town Centre Manager, will be focusing on projects to physically improve the area, for example caretaking services, deep cleansing

We all want to see sustained progress over the next five years so it is important to establish our starting point against a number of measures.

We are also agreeing the baseline levels of services provided by Birmingham City Council and West Midlands Police in line with our pledge to only deliver additional projects and services.

Therefore, we are proposing to

BID levy invoices

Arrangements have been made for Birmingham City Council to dispatch BID levy invoices during January 2012.

Measures to ensure the speedy transfer of funds to the BID's accounts and the proper management and accounting of funds by the BID are also being established.

If you have any questions regarding your annual levy payment (1.5% of rateable values) please do make contact.

