



NORTHFIELD

Business Improvement District



A look back on the BID's work so far

In January 2012, the town centre's 220 businesses set up Northfield Business Improvement District (BID) to work together to improve the business trading environment by working on three priorities:



- Improve the town centre
- Promote what Northfield has to offer
- Support local businesses

- **The Big Projects** - Making Northfield cleaner
- **Pride in Northfield** - Making Northfield more attractive
- **ShopWatch** - Making Northfield safer
- **Vibrant streets** - Putting on quality entertainment
- **Be part of something special** - Encouraging people to get involved
- **Spreading the word** - Promoting the exciting things happening
- **Supporting business** - Influencing key issues



We pool our money (approximately £100,000 per year) to invest in projects to help make it more clean, safe and attractive, and inject life and colour.

In this issue, we're taking a look back at some of our achievements so far.



Our projects

We tackle the issues that you have told us are important to you. In a nutshell, our work includes:

Liz Newton

Liz Newton
BID Manager



Don't forget to vote for 'Cycle South Brum' on ITV's The People's Millions

See page 12 for full details



THE BIG PROJECTS

MAKING NORTHFIELD CLEANER

Through The Big Projects, we're constantly working to visibly improve the town centre:

- **The Big Caretaking Service** - caretaker Tony Adams works on a part-time basis removing graffiti, fly posters, weeds, overgrowth and litter, and carrying out other tasks such as painting.
- **The Big Clean** - each year we bring in specialist contractors to jet wash the paving slabs and remove chewing gum over 10 nights.
- **The Big Tidy Up** - high profile blitzes of the town centre with help from businesses and volunteers.
- **Walkabouts** - we carry out regular walkabouts with the police, Amey and Councillors to identify tasks for our caretaker and report issues. One of the successes has been Amey sending out a team for two weeks to carry out major repairs to the pavements.
- **Removing eyesores** - removing unsightly redundant phone box and signs.





Did you know?...

In the last year, The Big Caretaking Service has filled 500 black bags with rubbish.

Survey fact...

Cleanliness of the streets was the second most suggested improvement in the 2012 visitor survey.



PRIDE IN NORTHFIELD

MAKING NORTHFIELD MORE ATTRACTIVE

We've been working to make the town centre more attractive by adding colour:

- **Summer flowers** - railing boxes concentrated on three key junctions for maximum impact.
 - **New litter bins** - robust replacement bins to the previous ones that had fallen apart.
 - **Lamp post banners** - to add colour across the town centre.
 - **New tree surrounds** - the old metal grilles had been a litter trap.
- **Making the town centre more user-friendly** - taking out clutter so pedestrians can cross more easily at the Church Road traffic lights.

This year Birmingham City Council have invested £250,000 in improving Victoria Common, including new children's play area, gym equipment, picnic area, signage and changing rooms.

Survey fact...

More plants and flowers were amongst the top five suggested improvements in the 2012 visitor survey

Feedback...

"I think it's great Northfield is making an effort to make it brighter on the high street. The flowers look lovely I gotta say"

Sam George
via Facebook



SHOP WATCH

MAKING NORTHFIELD SAFER



Northfield BID works with West Midlands Police to run the ShopWatch initiative to make Northfield safer, and help retailers be aware of the identity of offenders and proactively deter criminals.

- **Retail Radio Link** - radios in shops so they can speak to each other and passing police officers.
- **Purse bells** - targeted businesses are given 'Northfield jingle bells' (which attach to purses to deter purse-dippers) to distribute to their customers, and PCSOs had them out to vulnerable shoppers.
- **Offender photo scheme** - sharing monthly bulletin containing photographs of people to be aware of, plus member businesses can issue exclusion orders.
- **Alcohol signage** - 10 lamp post signs to raise awareness that the town centre's an alcohol restricted zone.
- **Working closely with police team** - including carrying out a joint All Out Day with council and fire officials.



VIBRANT STREETS

PUTTING ON QUALITY ENTERTAINMENT

We aim to attract new people into the town centre with high quality events, and counter Northfield's often undeserved reputation:

- **Northfield Beach** - two years running, our urban beach has been a huge hit and drawn in the crowds (see our 'Northfield by the Sea 2012' video on YouTube).
- **Northfield Christmas market** - we trialled a one-day market with an array of goodies from locally-made chutney and honey, to handmade jewellery and crafts, to tasty food stalls.
- **Culture Mash** - such has been the success of The Beach, this year it grew into a week-long festival of free events including live music, outdoor theatre and children's activities.
- **Our Big Gig** - we put on one of the live music events that took place nationally in order to raise Northfield's profile.
- **Northfield Wonderland** - replica Elf Workshop with free children's activities.
- **Northfield Comedy Night** - our first comedy night, part of Birmingham Comedy Festival, helped attract a new audience.

Survey fact...

More activities such as markets and street entertainment were amongst the top five suggested improvements in the 2012 visitor survey.





Feedback...

"With the beach, Northfield definitely sees different people from different areas. There's a noticeable increase in footfall, and these new people go around exploring the high street and spending money"

*Harpreet Singh,
Security guard, Boots.*



Be part of something special

Encouraging people to get involved

Northfield is at the heart of the local community and by involving local people in the town centre, we are strengthening our relationship with our customers:

- **Homegrown talent** - we're committed to growing our own local talent, including holding circus skills training for young people and showcasing local bands like Tempting Rosie who have a loyal following.
- **After the Event outdoor play** - the script reflected local people's stories and experiences, and local young people were involved in acting and backstage roles.
- **Lamp post banners** - over 700 school children entered our design competition, with three winners chosen.
- **Getting local organisations involved** - Northfield Fire dampened down the beach so that the sand was perfect for making sandcastles.



Spreading the word

Promoting the exciting things happening

- **Town centre map** - our new map listing each business is distributed through shops, venues and hotels.
- **Social media** - we run the Visit Northfield Facebook and Twitter pages, and also contribute to the B31 Voices hyperlocal blog.
- **Website** - watch out for a new town centre website coming soon.
- **Media coverage** - we promote positive news stories; we received widespread media coverage of Northfield Beach with BBC WM Radio, Birmingham Mail and ITV Central News all visiting.



Supporting business

Influencing key issues

- **A voice for business** - including arguing against a rise in council car park charges and influencing road works to minimise the negative impact on trade.
- **Sharing industry news** - for example new grant schemes available and increases in the national minimum wage.
- **Bringing further investment into the town centre** - bringing in an additional £100,000 towards physical improvements, and also influencing other capital investment in the town centre.
- **Northfield BID website and social media** - sharing news and information about grants and special offers available.



More than the sum of our parts

What makes Northfield BID unique is the way that we work closely with other organisations to bring us many benefits:

- Stronger business case for grant funders.
- Higher impact activities and more publicity.
- More people to help organise activities.
- More local buy-in to our events, so more chance of success.

Here are some of the wonderful people we work with:

Northfield Town Centre

Partnership - we work together to write funding applications, create large-scale events and publicise

them through schools. Their staff and volunteers help with events and The Big Tidy Up. They can also advertise local jobs in the Visit Northfield Shop at no charge.

Northfield Ecocentre - their staff and volunteers help with The Big Tidy Up. We also publicised their successful Urban Harvest crowd funding appeal, so local fruit that would otherwise have gone to waste will now be picked and turned into jams, pickles and chutneys.

Northfield Arts Forum - we commission the collective of local artists to help with events like Pirate Day and Our Big Gig.

Work in Progress - we persuaded the theatre company to relocate to Northfield and we now work together on high profile town centre projects such as After the Event outdoor play.

B31 Voices - this hyperlocal blog is the primary source of local news for many people, and therefore a very successful way of promoting town centre activities: www.b31.org.uk

Board directors

Northfield BID is led by a board of business directors (from different sectors to ensure balance), along with police, council and resident representation:

- Flower Centre - Joy Gill
- Northfield Shopping Centre - Kevin Gwilliam
- Phase 2 Hair - Andy Clarke (Chair)
- Royal Orthopaedic Hospital - Joy Street
- Sainsbury's - Richard Perry

- The Black Horse - Paul Merry
- United Carpets - Andy McLeod
- Wilkinsons - Alan Edwards
- Birmingham City Council Northfield Ward - Councillor Randal Brew
- Birmingham City Council Weoley Ward - Councillor Peter Douglas Osborne

- West Midlands Police - Inspector Vanessa Eyles
- Local resident - Nigel Peardon

All directors volunteer their time and receive no payment. If you too would like to join our board and help shape the work of the BID, please contact us.



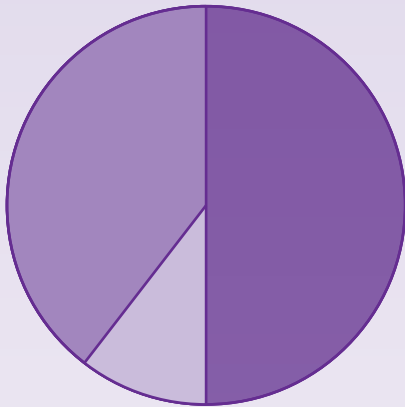
Don't forget to vote for 'Cycle South Brum' on ITV's The People's Millions

See page 12 for full details

BID finances

As Northfield BID started on 1st January 2012, these figures are for the **15 month period** until 31st March 2013. In future they will be reported every financial year.

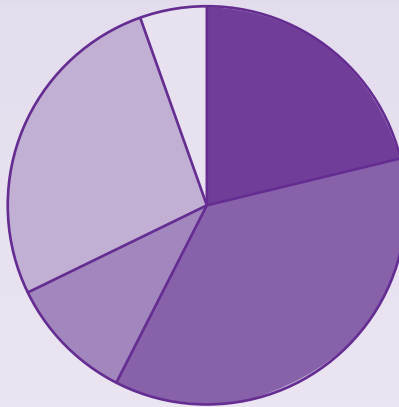
Total income = £247,277



- BID levy - £124,030
- Other income including grants - £21,757
- Other contributions* - £101,500

* Including £100,000 from Birmingham City Council towards physical improvements and £1,500 from City Centre Management contribution towards festive lights.

BID expenditure = £130,366



- Improve - £29,165
- Promote - £45,392
- Support - £11,331
- BID Manager - £39,276
- Administration - £5,202

Business Improvement Districts

Business Improvement Districts are becoming increasingly popular with businesses as a way of collectively working together to promote that area, tackle problems, increase footfall and lever in further investment.

There are now over 160 BIDs across the country, with 12 of those in Birmingham:

City centre:

- Broad Street BID
- Colmore Business District
- Jewellery Quarter BID
- Retail Birmingham
- Southside BID

Suburbs:

- Acock's Green BID
- Erdington BID
- Kings Heath BID
- Northfield BID
- Soho Road BID
- Sparkbrook and Springfield BID
- Sutton Coldfield BID

We're delivering on what you told us

Northfield BID's projects are largely based on what you told us were your priorities in the 2011 business survey.

Some of the key findings were:

- Promotions to attract more visitors is the key area of improvement in terms of marketing.
- Crime reduction initiatives were the most important business support issue.

- Street repairs and graffiti removal were the most important environmental areas for improvement.

We're making a real difference to the town centre environment, starting to change Northfield's reputation and using our money wisely to bring in further investment.

You will have received invitations for Northfield Business Evening at the Black Horse at 6pm on 12th November. The networking event will be a great chance to hear about the BID's projects so far, and also raise other business priorities and town centre issues.

Vote for Northfield in ITV's People's Millions finals



On 26th November, Cycle South Brum will be on television going head-to-head with one other project to win £50,000!

If successful, Cycle South Brum would be based in the town centre and enable people to borrow bikes for free, for example:

- New members of staff could get to work for free before their first pay cheque.
- People could trial cycling to work before committing to buying a bike.
- Those on low incomes could save money on travel costs.
- The whole family could go on a cycle ride together.

Our show will air on ITV's Central News at 6pm on Tuesday 26th November, with telephone voting taking place from 9am to midnight that day (the phone number's a secret until then).

Sign up to the mailing list at www.cyclesouthbrum.co.uk and get an email with the voting telephone number when it's announced (you'll be able to vote up to 10 times!).

For the latest updates follow on Facebook and Twitter: **CycleSouthBrum**

Please help spread the word as every vote counts - and please vote for Northfield on 26th November!



Contact us

To get involved with any of our projects, please contact Liz Newton:

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B31 2JT

Telephone: 0121 411 2157
Email: bid@visitnorthfield.co.uk

Follow us:

More reasons to visit Northfield
Facebook: VisitNorthfield
Twitter: @VisitNorthfield

Northfield BID
Facebook: NorthfieldBID
Twitter: @NorthfieldBID

Website www.northfieldbid.co.uk

Email...

Sign up for our monthly email update by visiting: www.eepurl.com/u3Jqn

Don't forget to vote for 'Cycle South Brum'