

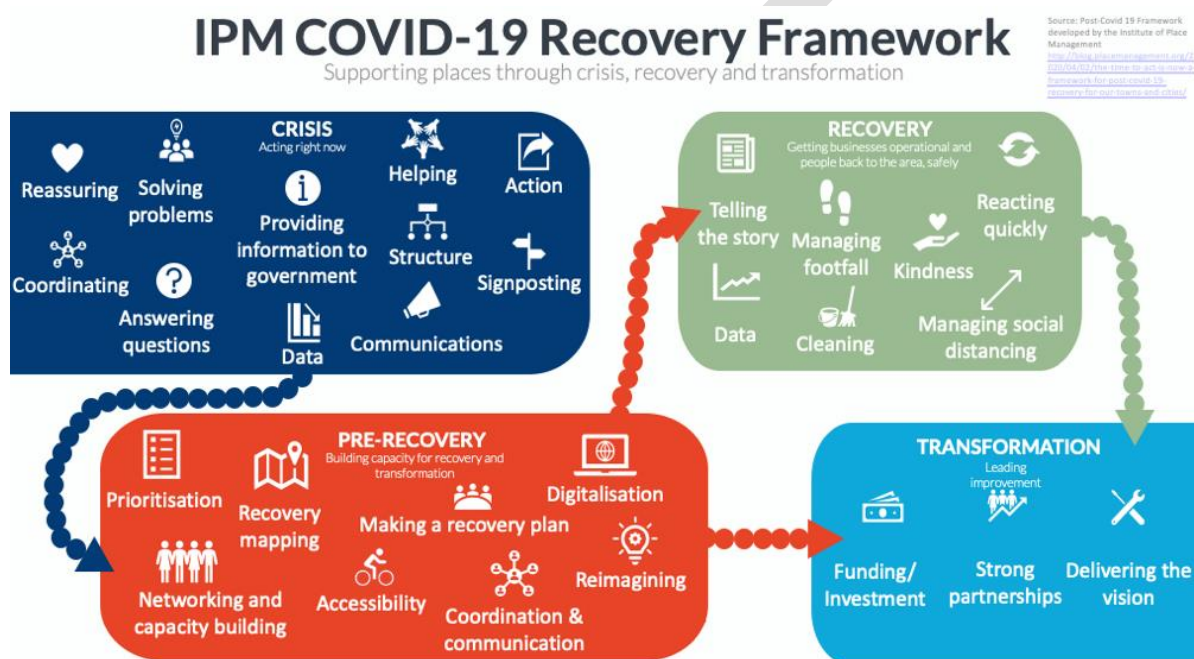


Northfield BID Recovery Plan – DRAFT

The following is a proposal for a recovery plan post COVID-19 lockdown for Northfield BID.

The BID has adopted the best practice of the Institute of Place Management COVID-Recovery Framework, to help the BID think about how as a collective we can manage the recovery for the benefit of Northfield Town Centre.

The framework has been used as a basis of developing the proposal.



The Framework sets out four phases of a Recovery Plan:

- ✓ **CRISIS:** this is the period of the lock-down
- ✓ **PRE-RECOVERY:** the period within the lock-down, when the government announces the timetable for the gradual lifting of the lock-down
- ✓ **RECOVERY:** the period when the lock-down is being lifted and after-period when social distancing is maintained. The Recovery stage is set to last until 2021.
- ✓ **TRANSFORMATION:** The period when the mass-produced vaccine is widely distributed, and social distancing is no longer required. This stage will begin sometime in 2021.

The above graph illustrates the four stages, and the associated stages, of the Recovery Framework set out by the Institute of Place Management.

Northfield Town Centre and the rest of the UK are currently moving through the “Crisis” phase, supporting businesses as the town works towards “Recovery”. Following the

introduction of the Government's roadmap on 11th May, the proposed plans will set out how we plan to move through Pre-recovery, to Recovery and finally through Transformation.

Mission – “taking advantage of people shopping locally!

Strategy:

- To position Northfield Town Centre that provides a “retail plus” experience to its large and diverse customer base.
- To market the range of hospitality, business and community services, leisure, eating out, education, churches, and community organisations.
- To attract investment and funding
- To challenge and change the perceptions of Northfield
- Digital Transformation

Objectives (measures of success): level of cleanliness, footfall level, economic activity, deliver BID business plan, level of investment, reduction in anti-social behaviour and business crime rates and other objectives to be agreed by the BID Board and other stakeholders and partners.

Suggested four phase plans, to be delivered at stages based on trigger points caused by the lifting of lockdown restrictions.



The **first phase** (Crisis) will be centred on continued support to businesses, communications through the official Northfield BID Facebook page as well as signposting businesses to the BID website. Businesses can be assisted in procuring PPE supplies in bulk, such as face masks, hand sanitisers etc. The BID will continue to provide the BID Caretaking Service and continue the recruitment of a permanent high street security officer, to ensure that businesses remain reassured from the incidence of crime, and the area is clean and inviting with the annual jet wash and florals. The BID will liaise with Birmingham City Council and Kier with regards to transportation plans and economic plans that can benefit the Town Centre in the long run.

The **second phase** (Pre-Recovery) will be triggered once non-essential businesses can re-open, when it is safe to do so, and the businesses have put in place social distancing measures for their staff and their customers. It is proposed that the BID takes advantage of the LEP

funded ShopAppy for 6 months, an opportunity to give traditional businesses an online presence through “click and collect” website forum.

Work with Birmingham City Council, Kier, Northfield Shopping Centre retailers and other businesses to develop a coherent plan for social distancing that is well designed, clearly signed, and ensures public safety. This will be a key part of people’s experience for possibly months or longer.

The journey for renewal was due to start on 27th April, with feasibility stage concluding early June. This has now been postponed. Regardless, a survey for the businesses need to be carried out to consider how to get a better idea of their needs and offer guidance to retailers on how product lines /services lines (if appropriate) can be adapted. This will then give the BID a clearer understanding of the business’s plans, any likely closures, potential vacancies and potentially any adapted business models to get a clear picture of the business’s future offer / or gaps in the offer.

The South & City College apprentice for Marketing and Communications should be appointed asap, to assist the BID businesses in developing their own marketing communications and (in partnership with businesses) look to develop a digital Northfield. The apprentice will work towards creating a discount/shop locally loyalty scheme. Furthermore, the High Street Security Officer recruitment interviews will need to be rescheduled asap.

Working in conjunction with community organisations and charities to celebrate Christmas. This will include the sponsorship of the main Christmas Tree on Tays Corner, an additional two trees and lamp post motifs.

The **third phase** (Recovery) will be triggered when all businesses are fully open. It is anticipated that this will be towards the end of 2020.

The **fourth phase** (Transformation) - at this time, the BID will have completed consultation with the businesses to formulate the BID3 business plan and start the launch of the BID3 Renewal Campaign. Towards the end of 2021, the BID will know whether it has been successful in its renewal for a further 5 years.

Recommendations:

Next Steps

- ✓ Directors are invited to discuss, amend, and/or approve the recovery plan as above.
- ✓ To consult and develop the 5-year BID3 plan and campaign.

The following areas will need further discussion at the BID Board canvassed separately or as a collective for support or to be considered as BID3 proposed activities:

- BID3 activities
- Marketing, Communications and Branding including apprenticeship, business social media training and business e-commerce (in conjunction with South & City College)
- Shop Local initiatives
- Pop up opportunities for retail/non-retail services in empty units
- Open air café facilities
- Digital skills
- Town Centre Wi-Fi, with advertising opportunities for businesses.
- PPE bulk buying cheap face masks, protective gloves, and hand washes for businesses
- Review parking arrangements including suspending parking charges for Sir Herbert Austin Way to dedicate for staff parking & free up the on-site parking bays on Bristol Road South.
- Continuation of seasonal planting and jet washing
- PSPO Renewal for Northfield Town Centre (expires October 2020)
- Support and advice to businesses in relation to the funding available

Marcia Greenwood MIPM
Town Centre BID Manager
Northfield Town Centre BID Ltd
M: 07921 818828
E: m.greenwood@northfieldbid.com
W: www.northfieldbid.com