



NEWSLETTER
JULY 2017

COMING TOGETHER,
KEEPING TOGETHER,
WORKING TOGETHER.

NORTHFIELD
BEACH

Our BID2 priorities: January 2017 to December 2021

Since the 1st of January 2017, the BID Team has made a start in developing and delivering projects under the following BID priorities:

Improving Northfield –

by making visible and physical improvements to the Town Centre to create a ‘clean, tidy and graffiti free’ high street to shop, work, live, visit and ‘do business’.

Projects include:

- ✓ the BID Caretaking & Maintenance Service, with the ongoing free removal of graffiti from businesses premises, free extended litter picking/weed removal service; free installation and maintenance of cigarette nub bins (throughout the Town Centre); and a free fly poster removal service from street furniture.



- ✓ Washing and deep clean of the high street and other hot spot areas per annum. This will include the removal of chewing gum and stains from paved and tarmac areas within the Town Centre.



- ✓ Enhancing and maintaining the aesthetics of the Town Centre by replanting the planters with seasonal floral displays throughout the Town Centre.



- ✓ Working with public and private agencies to actively manage street entertainers, charity collectors and other marketing and promotions.



Protecting Northfield –

by protecting ‘what is already in place’ and offer additional services and activities to provide a safe and secure environment for your business, staff, customers and visitors to Northfield.

Projects include:

- ✓ Promoting the retail radio scheme – providing business networking, reassurance and shared intelligence.



- ✓ Working with the Northfield Shopping Centre to explore the feasibility of a reduced rate staff car parking scheme for businesses and their staff that work within the Town Centre.



Promoting Northfield –

by providing an ‘appealing’ image and to have diverse shopping services and attractions, with the centre to be promoted as widely as possible.

Projects include:

- ✓ Free and/or subsidised annual entertainment (Summer & Christmas Events)



- ✓ Providing Christmas lights, motifs and trees throughout the town centre.



- ✓ Refreshing, maintaining and uploading important information pertaining to Northfield BID businesses on the BID website, and social media platforms such as Facebook and Twitter.

- ✓ ‘Little Book of Savings’ promoted at Northfield town Centre events, developing and promoting offers to customers.



- ✓ ‘Love to Work in Northfield’ employee discount scheme/loyalty scheme.



- ✓ Outdoor market pilot.

Campaigning for Northfield –

Projects include:

- ✓ Proposed business training courses with local training providers
- ✓ Business support advocacy



- ✓ Premier Membership with the Birmingham Chamber
- ✓ Lobbying for and on behalf of Northfield businesses with the key decision makers.

Contact Marcia or Tony if you would like to know more about the BID’s priorities and programme of work for 2017.

✉ m.greenwood@visitnorthfield.co.uk

✉ tony.adams@visitnorthfield.co.uk



Back again this July, providing free entertainment and the opportunity to promote your business to families visiting Northfield town centre!

It's that time once again when for five days of the summer; Northfield Town Centre transforms Prices Square into an urban beach, which provides free activities to families with children and young people visiting the town centre. As well as the beach, activities include free art and craft, musical performances, dance and theatre.

Rebecca Debenham, CEO of the Northfield Community Partnership said, "The event is twofold. It allows for real community engagement, whilst bringing in new and existing customers and visitors to the town centre, ensuring Northfield on the map as a place to shop, visit and enjoy."

Previous evaluations have shown that although local people do attend the event, the event was also attended by visitors from different areas of Birmingham as the event is widely advertised across the city and normally sees press coverage from the local media. In the past, the beach has appeared on television three times and has also been featured in the national press."

Marcia Greenwood, BID Town Centre Manager added, "The BID Board of Directors are proud to financially contribute to Northfield Beach. The event is attended by visitors far and wide and brings an added vibrancy to the town centre. The event meets the BID's priority of 'Promoting Northfield' in providing an appealing image of the town centre by offering an 'appealing image, diverse shopping services and visitor attractions' especially for children, young people and families."



Also, back by popular demand is Northfield BID's Little Book of BIG Savings, a voucher booklet featuring discounts from participating Northfield businesses.

If you didn't manage to take advantage of the free advertising/promotion initiative, it is not too late to promote your business. You still have the opportunity to circulate your own marketing material at this year's beach.

One of the offers featured is from Thomas Cook, who will be running their annual colouring competition where they will be giving away an UK family holiday getaway for 2018.

Any queries about Northfield Beach, please contact Rebecca Debenham on:

0121 411 2157

Northfield Beach will be taking place from Wednesday 26th July to Sunday 30th July on Prices Square, Bristol Road South, Northfield B31 2NN



Question: How do you drive increased sales?

Answer: Through investing time in service excellence!

How: Mystery Shoppers!

By Matt Taylor,
Head of Retail Support for veteran consumer research specialists, Storecheckers.



Traditional shopping is doing battle with online sales which now account for nearly 20% of the whole retail market.

And with more and more people turning to their phones and tablets to do their shopping, traditional retailers need to make sure they don't give people any excuse not to pay them a visit.



Of course, there are many reasons for the trend; people can shop at their desks when they're on a lunch-break (or controversially, when they're not!), cost is often king and this is almost always keener online. But one thing that definitely can't be replaced by the internet - is the personal touch.

Will the next generation shy away from the bricks and mortar of the high street in favour of a plethora of options on the web? There's certainly every chance.



But if shops want to put up a fight, then there's also a chance to retain loyal customers – and attract new ones – through ensuring that everyone who visits their store has a great experience. That's one advantage that high street retail has over online convenience. And so, great customer service has never been so important.

And yet, many firms lose sight of their customers' needs. Poor customer service costs UK businesses £12 billion a year. Recent research by American Express revealed that over half (55%) of

consumers said they had changed their minds about making a purchase based on a poor service experience.

Businesses are often so focused on enticing new customers that they disregard the value of their existing ones. They really shouldn't. Good customer service creates loyalty. That in turn will raise turnover. And that good service results in the creation of 'promoters' of a brand or store, which through word-of-mouth and the power of social networking can be an enormously powerful way of attracting *new customers.

One great way to address some of these issues is through Mystery Shopping – a growing sector in the UK as more and more companies are recognising that more than ever they need to have the edge over their competitors, and customers expect so much more.

Not only does this kind of service provide the opportunity to identify how your business is perceived by a customer, it is also a great way to make



sure things are running how they should be at all times – which can be very difficult for independent store owners, who have to entrust staff with their livelihood but often have no idea how they operate in their absence.

But this isn't a witch-hunt to weed out the rogue staff. It is a fantastic way of being able to identify where improvements can be made and celebrate what is already being done well.



Our mystery shopping service for BIDs can provide the information needed to do targeted training for staff members to raise the level of customer service and invest in them - and your business - resulting in increased turnover and profits.

It is proven to increase customer satisfaction year-on-year where potential improvements have been identified and worked on by our clients. And this applies to individual businesses as well as whole towns and BID areas.



We will be coming to Northfield Town Centre to do a pilot project in September at no cost to BID levy-payers, as a demonstration of the value of our scheme to your BID.

Places are very limited, so sign up now if you'd like to be involved.

For more information or to get involved, contact Marcia Greenwood at the BID:

✉ m.greenwood@visitnorthfield.co.uk



New Leisure Centre - UPDATE!

Once completed the leisure centres new facilities will include:

- a 25 metre/6 lane swimming pool,
- a training / learner pool,
- a changing village,
- fitness suite,
- dance studio, and,
- a community room.

The contractors, ISG is continuing to make good progress and, as seen in the photo below, they have started erecting the steel frame of the building.



Erection of the buildings steel frame

This will take four weeks, during which time there will be nine deliveries of steel and two of the metal deck sheets that will form the first-floor slab. The pre-cast concrete stair cases will also be delivered and installed during this time.

The concrete tanks of the two pools have been completed and have been tested to prove that they are water tight.

As the steel frame is being built, once finished the contractors will start installing the roof and wall cladding panels.

Over the last few months, the contractor has installed two large tanks under the car park. These will store rainwater from the new roof which will then be released into the existing local drains at a controlled rate to avoid over loading the system.



Drainage storage tanks



Main pool area

Upcoming activities

Over the next couple of months, the contractor will carry out the following works:

- Complete construction of and test both swimming pools,
- Erect the steel frame,
- Start installing the roof,
- Start fitting the wall cladding,
- Construct the first-floor slabs,
- Start internal block work walls,
- Complete external brick work.

If you have any questions about the project or site safety, please contact Mark Glanville, Project Manager,

✉ mark.glanville@isgplc.com

or drop in to the site office and he will be happy to speak with you.

Northfield Retail Radio Link

Good News! After some successful negotiations between the BID team, Northfield Shopping Centre and MRS Communications, we now have a comprehensive Retail Radio Scheme with Northfield Shopping Centre at the helm as ‘Charlie One’

The changes took place on the 2nd May 2017 to date has been working well, although the BID team have some more work to do to encourage regular use with our existing subscribers. We also aim to encourage more businesses to join us on Retail Radio.

We will be working alongside MRS Communications to provide training for all users new and existing radio operators.

Northfield Shopping Centre now have 4 Radio’s, their call signs are ‘Charlie One, Two Three and Four’ with ‘Charlie One’ being the primary point of contact for logging on.

Janet Adderley, Centre Security Manager based at the Northfield Shopping Centre said, “It is great to have the new link radio’s, the sound and coverage is far superior to the old system.

Having the extra radio’s in the Shopping Centre means all of the security team obtain real time information, which means we can react and assist faster.



Bal Sandhi



Jackie Hyde, Wilko’s



Norman Barnes

The system is really working well , communicating information with all users in the Shopping Centre and on Northfield High Street.”

- Since the start of the revised way of working, the call signs for the Northfield Radio Scheme are:
- Northfield Shopping Centre’s call sign will be ‘November 1’
 - High Street Security’s call sign will be ‘Hotel Sierra’
 - BID Operations Support’s call sign will be ‘Town Centre Operations’

In terms of radio checks, there will be an expectation that ‘anyone’ who has heard the ‘call out’ for a radio check can respond.

We will be reviewing the operation of the Northfield Scheme with the radio providers, M.R.S Communications, Northfield Shopping Centre and Northfield BID Team on a quarterly basis.

Radio link users outside of the Northfield Shopping Centre will be able to communicate with Northfield Shopping Centre, but must be made aware that their security officers cannot attend to any incidences outside of the Shopping Centre. The Security officers will help out and provide support wherever possible for any incident but are bound by strict rules to not leave the Shopping Centre premises.

Outdoor market

We have trialled the feasibility of a monthly outdoor market on Prices Square over the last three months and have received really good feedback from your customers that came see us, in fact 100% of customers who responded to a questionnaire wanted to see a regular outdoor market on Prices Square.

So far, the stall holders we have are: Tony Geraghty (Hollywood Meats) Mobile Butchers, Kids Essentials with children’s clothes and Sweet Success selling cakes, biscuits and crisps, with the likelihood of a fruit and veg stall joining us very soon.

You told us during the BID2 consultation that you would like to see a regular outdoor market. We have successfully negotiated with Birmingham City Council to allow us to trial a weekly market until September. However, we have more work to do to make this viable after September and need to seek further permissions. We will keep you updated on our progress,

Events forum

During our re-ballot, you told us that you wanted to see events in different locations around the Town Centre. We wanted to gather your ideas and thoughts on this so we could move forward on future event planning.

We arranged two Events Forums on the 19th June for you to come and talk to us or you could have emailed us if you couldn’t make it.

Unfortunately, representation from local business was not as good as we expected, so would once again ask if you have any ideas or thoughts on events to contact us.

If you would like further information or if you are thinking of joining us, please contact Tony Adams - BID Operations Support Officer:

- ☎ 07809 904 925
- ✉ tony.adams@visitnorthfield.co.uk

Could your business be a safe place for someone in need?...

Changing Our Lives is a rights based organisation. We work in partnership with disabled people and people with lived experience of mental health difficulties.

Our work takes a community development approach as we know from experience that local people and communities are best placed to find their own solutions to local problems.

Any disabled or vulnerable person has the right to stay safe and be confident going out in their local community. Sometimes people do not feel safe, may have been a victim of crime, or simply be nervous and not be used to going out in the community on their own.

A Safe Place is somewhere you can go if you get into trouble in the community. A Safe Place building has a sticker in the window. A person in the building will help make a phone call to get help.

This phone call could be to someone in your family, someone you know or your paid carer, or it might be to the police if a crime has been committed.

People using the scheme will be given a Safe Place card, which has the Safe Places logo on it. This card helps remind the person what the logo looks like when they are out in the community. The card also has contact numbers on it for the person to ring if they get into any difficulty.

Changing Our Lives is setting up Safe Places across Birmingham. If you own a business or organisation in Northfield and would like to be a Safe Place, we'd like to hear from you.

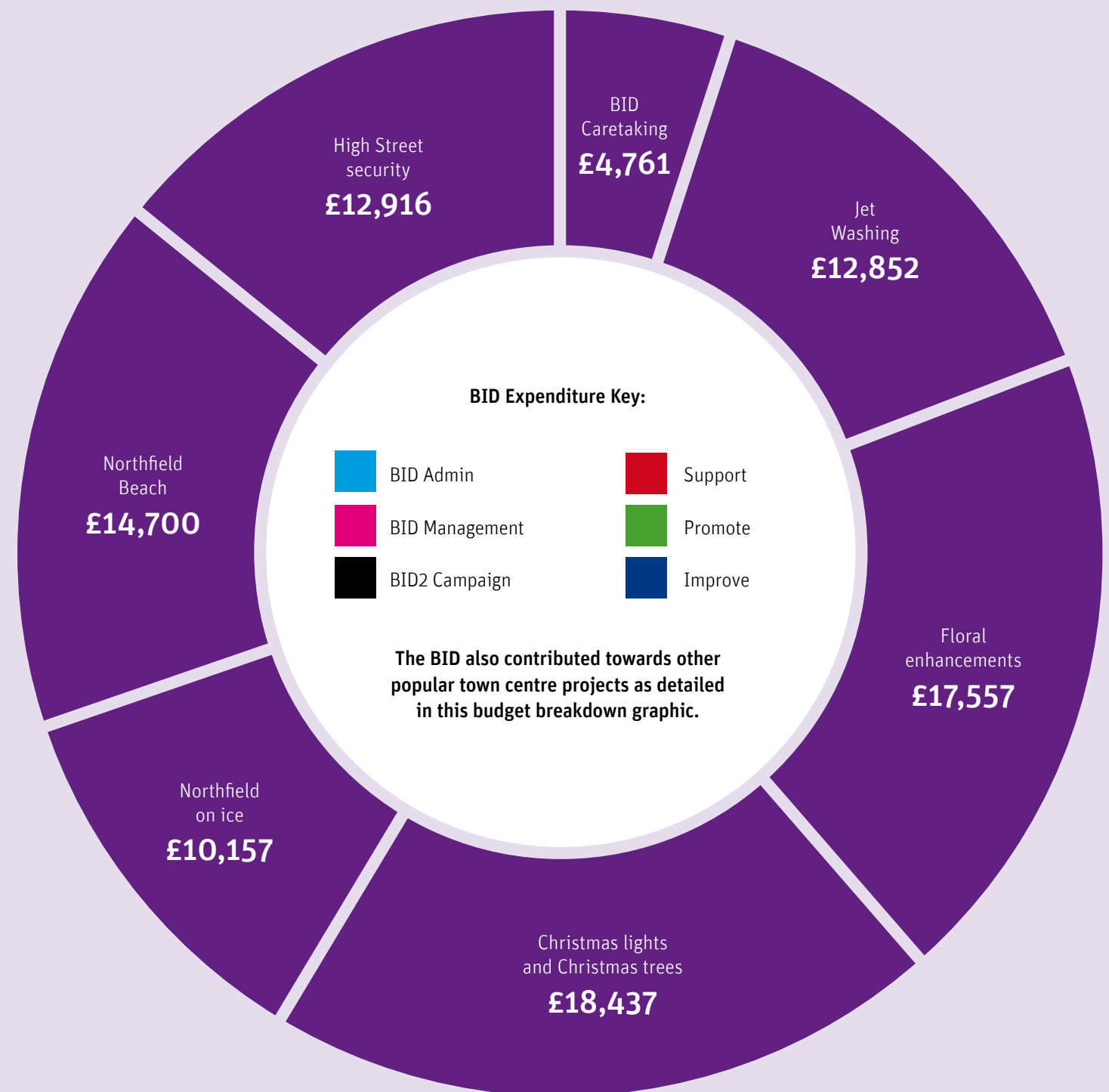
✉ ask@changingourlives.org

☎ 0300 302 0770



Total BID Income April 2016 to March 2017

BID Levy £130,071	Other commercial income £32,463
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Total BID Expenditure April 2016 to March 2017



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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BID Town Centre Manager

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w www.northfieldbid.com

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REMEMBER!...

It's not too late to promote your business. You still have the opportunity to circulate your own marketing material at this year's beach.

Movers & shakers in Northfield

Welcome 😊

Pep and Co - Northfield Shopping Centre

Co-op Funeral Care - 797 Bristol Road South

Starbucks Coffee - Sir Herbert Austin Way

Turkish Style Hair design - 748 Bristol Road South

G Mobile - 775 Bristol Road South

Goodbye 😞

Ozone

Women's Aid

RSPCA

Subway

Inkspot