

**NORTHFIELD TOWN CENTRE  
BUSINESS IMPROVEMENT DISTRICT (BID)  
Statutory Explanatory Notes  
1<sup>st</sup> April 2021 – 31<sup>st</sup> December 2021**

**What is Northfield BID?**

The Northfield Business Improvement District (BID) is a defined geographical area within the Northfield Constituency of Birmingham where businesses have voted (in accordance with the Local Government Act, Business Improvement Districts (England) Regulations, 2004) to collectively invest in local improvements to enhance their business trading environment.

Between 9th June to 7th July 2016, a postal ballot was conducted of eligible business ratepayers in the BID area. Of those voting, 70.3% voted in favour of renewing the BID (79.1% by rateable value). Having secured the necessary mandate for a second term, BID2 commenced on 1st January 2017 for an additional five-year term which will end on 31st December 2021.

The purpose of Northfield BID is to provide a range of new, additional, or innovative services and projects that are to improve the “eat, shop, play and work” experiences for local businesses and their customers, in addition to promoting the Town Centre trade.

This charge is payable by business ratepayers and will be collected by Birmingham City Council in much the same way as business rates.

The funds are then passed to Northfield Town Centre BID Limited, which is an independent and private sector led not-for-profit Company (by guarantee), to invest on potential services as outlined within the BID2 Business

Plan, which will benefit the Northfield Town Centre business community.

Northfield BID is one of 12 BIDs across Birmingham and its local centres. The other City and local centres BIDs are Westside, Retail Birmingham, Colmore Business District, Erdington, Kings Heath, Southside, Sutton Coldfield, Acocks Green, the Jewellery Quarter, Soho Road and Harborne.

**How is Northfield BID delivered?**

The BID’s activities are delivered by Northfield BID. The Board of Directors who serve on the BID do so on a voluntary basis and are directly accountable to the BID levy payers. The BID employs a BID Town Centre Manager whose responsibility will be to implement BID projects and services and to respond to local issues and the need of businesses in conjunction with the BID’s partner organisations.

In line with the BID2 Business Plan, all levy payers are eligible to become members of the BID Company. Any business that pays the levy can put themselves forward to be considered for a place on the BID board. If you are interested in being considered as a BID director, please contact the BID Town Centre Manager directly.

**What was the BID revenue from 1st April 2020 to 31st March 2021?**

The anticipated BID budget from 1st April 2020 till 31st March 2021 was to be £116,135. However, with the start of the pandemic, the anticipated BID budget to be collected is now being estimated at £87,101.

**What is the BID budget from 1st April 2021 till 31st December 2021?**

The anticipated BID budget from 1st April 2021 till 31st December 2021 to be collected for the 9 months of the BID’s operation, which is estimated at **£86,152**.

This is the BID’s fifth year of its second term. The team will work hard for the remainder of the BID’s term to secure further funding from other sources, such as promotional opportunities available within Tays Corner and Prices Square. Our projected income generation (excluding reserves) is estimated £4,000.

An independent consultant was commissioned in Summer 2019 to undertake a mid-term review of the BID’s operation to date. As a result of the review, we will be working through the recommendations with partner organisations to focus on the priorities and projects remaining to be delivered from the BID2 Business Plan.

Northfield BID has been mandated to continue to provide a range of new, additional, and innovative services and projects designed to improve the business environment. Therefore, Northfield BID offers supports projects and services that are in **addition to and above Birmingham City Council’s services and obligations** to Northfield Town Centre business community. However, Northfield BID services and projects are not a replacement for Birmingham City Council’s statutory responsibilities to the Northfield Town Centre business community.

From 1st April, the BID will continue to concentrate on the following projects:

**Improving Northfield:**

- BID Caretaking & Maintenance Projects
- Cleaning the High street
- Town Centre Aesthetics – floral displays

- Town Centre Operation Projects
- Challenging illegal street traders and bogus charity collectors

#### Protecting Northfield:

- Retail Radio scheme continuation
- Multi-agency and partnership approach to reducing anti-social behaviour on Tays Corner and Prices Square
- Contracted High Street Security Patrols by SIA Door Supervisor experienced in dealing with issues relating to town centre security.

#### Promoting Northfield

- Celebrating Christmas
- BID Website & Social Media Promotion
- Additional promotions and PR for Northfield businesses
- Exploring new ideas to drive footfall within the Town Centre, in partnership with Maynineteen (place marketing).

#### Campaigning for Northfield

- Virtual Business Training opportunities
- Business Support
- Federation of Small Business Membership
- Influencing Key Decision Making
- BID Town Centre Manager, Operations Support Officer and contracted High Street Security Officer.
- BID3 Campaigning (subject to consultation and postal ballot).

Further details about the projects for BID2 can be found on: [www.northfieldbid.com](http://www.northfieldbid.com)

#### How has the BID levy been calculated?

The BID levy will be charged at the fixed 1.6% of rateable value on all non-domestic properties within the BID area as of 1st April 2016 that are listing on the Local Non-Domestic Rating List (2010).

The following will apply:

- The annual levy will be apportioned daily where properties are taken out or brought into the rating list.
- No exemptions will be granted for void or partially empty premises.
- Charitable organisations in receipt of mandatory charitable relief from rates will pay £100 levy.
- A minimum levy contribution of £100 per hereditament will apply.
- A maximum levy of £10,000 per hereditament will apply.

Details of the final rate of the BID levy can be found on the bill enclosed with this document.

There will be no adjustments to the BID Levy for 2021/22 regardless of any annual inflationary/deflationary factor for local non-domestic rate bills as calculated by the Government.

What is the start date and duration of the BID? The BID2 arrangements started on 1st January 2017 and will end on 31st December 2021.

Enquiries about payments and accounts can be made by contacting:

Birmingham City Council  
Revenues Department,  
PO Box 5,  
Birmingham B4 7AB  
Telephone: 0121 303 5509  
Email: [business\\_rates@birmingham.gov.uk](mailto:business_rates@birmingham.gov.uk)

Enquiries about the BID services provided can be made by contacting:

Marcia Greenwood, BID Town Centre Manager  
Northfield Town Centre BID Limited  
C/o Northfield Baptist Church  
789 Bristol Road South  
Northfield  
Birmingham  
B31 2NQ  
Mobile: 07921 818 828

OR:

Anthony Adams, BID Operations Support Officer  
Mobile 07809 904 925  
Email: [bid@northfieldbid.com](mailto:bid@northfieldbid.com)