

**NORTHFIELD BUSINESS IMPROVEMENT DISTRICT
(BID)**

**Statutory Explanatory Notes –
1st April 2020 – 31st March 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, 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 2019 to 31st March 2020?

The projected total revenue raised from the BID levy from 1st April 2019 to 31st March 2020 was £109,748.

What is the BID budget from 1st April 2020 till 31st March 2021?

The estimated total revenue to be raised from the BID levy for the financial year is **£116,135**

This is the BID’s fourth year of its second term. The team will work hard throughout the BID’s term to secure further funding from other sources, such as annual street events and promotional opportunities available within Tays Corner and Prices Square. Our projected income generation (excluding reserves) is £14,000.

The allocation of funds for BID2 are:

Improving Northfield	22%
Promoting Northfield	28%
Protecting Northfield	15%
Campaigning for Northfield	5%
BID Management	25%
Administration	5%

What services will be provided from 1st April 2020

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.

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.

Improving Northfield:

- BID Caretaking & Maintenance Projects
- Cleaning the High street
- Town Centre Aesthetics – floral displays
- Town Centre Operation Projects
- Proposals to enhance the appearance of vacant units
- Challenging bogus charity collectors

Protecting Northfield:

- Retail Radio scheme continuation
- Reducing Anti-social behaviour on Tays Corner and Prices Square
- Proposals to reduce crime
- High Street Security Patrols by an officer experienced in dealing with issues relating to town centre security.

Promoting Northfield

- Hosting Annual Events
- Celebrating Christmas
- BID Website & Social Media Promotion
- Additional promotions and PR
- Exploring new ideas to drive footfall within the Town Centre, in partnership with Pin Pointer (place marketing).

Campaigning for Northfield

- Business Training
- Business Support
- Federation of Small Business Membership
- Influencing Key Decision Making
- BID Town Centre Manager, Operations Support Officer and High Street Security Officer.

Further details about the projects for BID2 can be found on: 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 at 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 2020/2021 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

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

Anthony Adams
BID Operations Support Officer
Mobile 07809 904 925

Email: bid@northfieldbid.com



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