

BID TIMES

July 2015



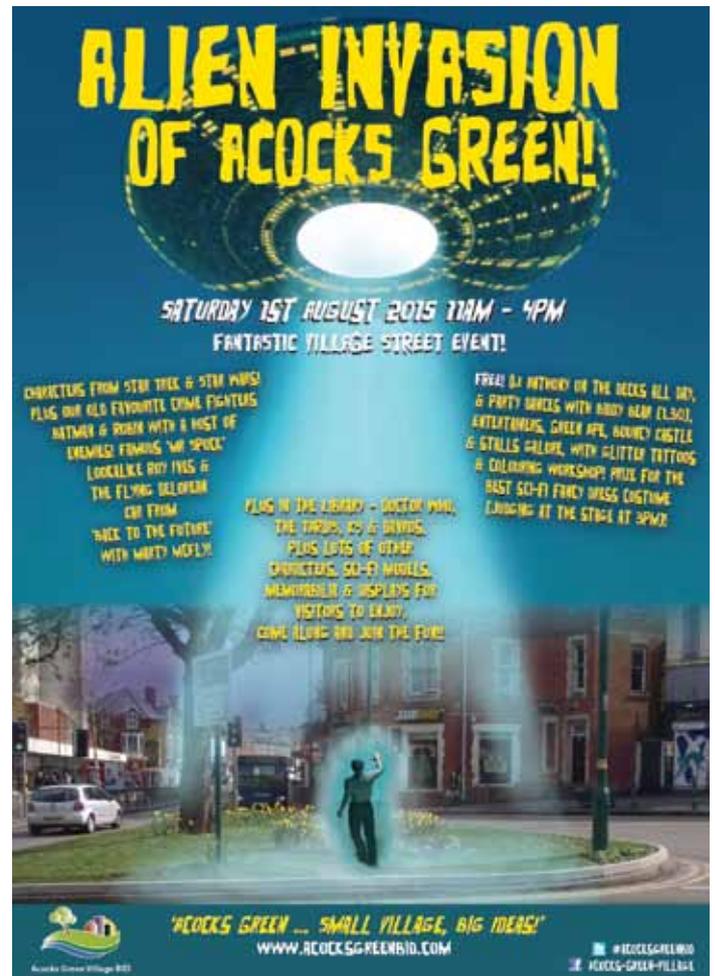
Acocks Green Village BID

WELCOME to the July issue of BID Times. Now that the last of the roadworks snagging is underway, I think we can finally see once again that Acocks Green is not just a centre full of orange barriers! but is in fact a great shopping area filled with fantastic independents and well-known names. We need to build on our new look Village, and although we know that trading has taken a massive knock for a lot of people over the past 8 months, we hope that things will start to pick up and that we get more visitors than ever coming to shop in Acocks Green.

The Council are keen to do a formal launch of the new-look Village, along with lots of publicity to raise our profile, and the BID is a key partner in that. The launch is set for 23rd September and we are hoping all the businesses get behind that and we can have a big splash in terms of press and PR and get the community to fully engage on the day. More information on that to follow.

Our new monthly 'Special Offers' leaflet has gone down well with both the businesses and shoppers, and we are hoping that you fully engage with us going forward and really think about what you can offer the community in terms of offers that will not only get them shopping local, but passing the word on to others about what Acocks Green has to offer. Email me any offers you would like to go on for the 'New-look Village Special!' to fall in line with the launch. There's lots of ideas to go at, and if you would like me to pop along to give you some help, then I'm happy to do that, email me on agvbid@gmail.com. We need to keep enforcing the message; **'Shop Acocks Green – Shop Local!'**

The Village Fun Day the 'ALIEN INVASION OF ACOCKS GREEN' is coming up shortly, and remember there's still time to get involved. Even if it's just getting your staff to dress up on the day or coming along to



where the entertainment and music will be (around Dazzle area) to give out your flyers. We are expecting lots of people as the event has been widely publicised, and with lots of sci-fi related activity and displays also going on in the library, this will link the top and bottom ends of the Village up and encourage more people to

experience the full stretch of Acocks Green and what you the businesses have to offer.

Remember that one of our star attractions is Roy Ives, who has for many years been internationally renowned as the Mr Spock lookalike and in the library there will be large displays of sci-fi characters, models and memorabilia, including Doctor Who (including the comic book artist Mike Collins), Davros and K9, the Klingons, the UK Garrison from Star Wars, Galactic Knights, Batman and a host of others. All this plus the usual music, stalls and entertainment should be a great day!



VILLAGE IN BLOOM –

The Bloom team worked tremendously hard, against a difficult backdrop with the roadworks, to get the Village ready for the In Bloom judging on 8th July. We were judged in the Urban category and

according to the Bloom Coordinator Fran Lee, it all seemed to go well and the judges were impressed. The wonderful Whistle feature (pictured above) kindly donated this year again by the Council, stood pride of place on the Green having been planted up with the theme ‘A field of Flanders’, and the fantastic news that the Council would be placing 20 more brand new rectangular

containers (similar to the one opposite) up on the new paving area, was a welcome surprise! Also along that stretch, 17 new



street trees will be planted in the autumn and 10 large square planters with trees and shrubs. I think we all agree that this, along with the BID team keeping on top of the graffiti and removing it as it appears, plus the new benches and bollards, adds tremendously to the aesthetic image and kerb appeal of Acocks Green, making it a welcoming and pleasant place to shop, work and visit.

SAFE & SECURE – The BID Town Warden John is making major inroads into addressing crime and anti-social behavior, alongside our local Policing team, and has recently assisted with putting the case together for

one of our known offenders to be convicted. John was commended by the businesses earlier this month for following one of our most prolific shoplifters through the Village so closely that the offender finally gave up and got on the number 37 bus out of Acocks Green, knowing that with John monitoring his every move, there would be no successful thefts that day!

The 35 Storennet radio users are now fully active and engaged in tackling crime on our streets, and alongside John, the CCTV Centre and the Police, we try to make it very obvious that criminals are not welcome here! John is also addressing of the people that turn up on our streets to push credit cards and such like, and is checking their licenses to carry out that activity. This was evident recently when he asked to see the license of a particularly annoying bunch pushing a credit card quite aggressively to shoppers, causing a nuisance. John asked them to bring the license in the next day so that he could check it out and suddenly, they never appeared again! If you need John for any reason, please remember that if you are a radio user, his call sign is **S-37** or you can get him on the dedicated BID Security mobile phone **07539 296 148**.

SNIPPETS....

- The feasibility stage of the proposed BID2 went really well with 86% of the businesses we surveyed stating that the BID had been beneficial to their business during the first term.
- Bourneville College in partnership with the BID continues to offer FREE courses ranging from Food Hygiene, Leadership & Management, Conflict Management and many more. Give me a call on 0121 706 7581 for more information.
- The Village Facebook now has 2,795 likes, and 475 Twitter followers – so send me your messages and offers to share with your customers!
- Your NNDR appeal applications relating to loss of trade during the roadworks have now all been submitted to the Valuation office. We will contact you with more information as we get it.
- Funding approved from the National Heritage Lottery Funding scheme for a History Trail in and around Acocks Green, another reason to visit the Village and great for raising our profile! More on that in the next issue ...

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