

BID TIMES

July 2014



Acocks Green Village BID

WELCOME to the BID's July newsletter. A lot going on in this month's issue, but the biggest news relates to the massive savings that some businesses are enjoying engaging with BCR (Business Cost Reductions). Between just two businesses, BCR have managed to save them £3,554, with a mixture of utility savings and insurance premiums. This is something that all businesses should get involved in as it is a great way of recuperating your annual BID levy through business cost savings.

If you are interested in talking to BCR about anything from utility savings, telephone, insurance premiums and card charges, they can carry out a free, confidential review of your business' running costs and can make you huge savings. They can also assist you with issues relating to HR, finance and rateable values.



Email myself, Sandy the BID Manager (pictured above) at sandy@acocksgreenbid.com and I will ensure BCR get in touch. As your BID Manager, I am always here to assist you with any business related issue you have, or if there is anything that you need me to get involved in on your behalf, then please give me a call on 07415 638878.



THE BID TEAM is also here to help with any issues you may have. Left to right, Dan the BID Assistant, Ben the Village Cleansing Operative and Shahir our Security Officer.

CALL FOR A NEW BID BOARD DIRECTOR – As we are now midway through the BID's term, I thought I would just remind you who currently sits on the BID Board, as we now have a vacancy, and we are keen for this vacancy to be filled as soon as possible. The BID currently has 14 of its required 15 board members;

- Sabiha Farmer – Dazzle (BID Chair)
- Ian Jeffries - Jeffries Hardware (Vice Chair)
- Debby Hunt – Dennetts Furniture
- Tim Brown – Costa Coffee
- Brendon Daly – Inn On The Green
- Chris Fitzgibbons – CJF Meats
- Hazel Wilson – The Swan Trio
- David Hayes – D K Discounts
- Karen Thompson – Sainsburys
- Kate Walker - Boots
- George Antoniou – Landlord Rep
- Councillor John O'Shea – Council Rep
- Inspector Ruth Lockyer – WM Police Rep
- Jon Morris – Community Rep

If any of you are interested on sitting on the BID board, then please email me. This is an excellent way of helping to shape the BID going forward, and to have an input into the delivery of the BID priorities; Marketing & Events, Safety & Security, Aesthetics and Business Training

EVENTS – The weather was very kind to us for our second street event of the year, the June Fun Day. The Village was packed with local residents and visitors from further afield, who found out about our Fun Day by noticing the new marketing campaign on the buses that pass through Acocks Green! This led to a high footfall on the day with people enjoying the fun and games, acts and

entertainers and also sampling what you, our businesses, have to offer on a daily basis. Special thanks go to Klassic Kastles who kindly provided the fantastic bouncy slide, and the generator that powered our live music, free of charge. Sainsbury's came down during the afternoon with free food samples for everyone, and Gary Shaw, our special guest football star was kept busy with



photographs and signing autographs for the crowds, as well as trying his luck at 'Beat the Keeper'!.

In all it was a great day and we are all looking forward to the next event on 20th September, which is our WW1 themed event. If any business wants to get involved in the town events, then we'd love to hear from you. Email Dan at daniel@acocksgreenbid.com.



Pictured opposite Monty the Bear catches up with DJ Ant and some of the BID team

BUSINESS TRAINING – Some of our businesses are currently enjoying taking part in the free 3-day Digital High Street Skills course at Solihull College, learning all about retail and selling techniques, creating an online presence and marketing through social media. If anyone else is interested in attending a course of this type, then let us know. We are also running more Health & Safety and Food Hygiene courses this year if any of your would like more information on those.

If you have any other training requirements for either yourselves as Owners/Managers, or for any of your staff, then email me on sandy@acocksgreenbid.com and I can arrange a visit from the College. Remember that the BID offers all business training FREE OF CHARGE! So make sure you get involved!

VILLAGE RADIO & SECURITY – The Village security radio scheme Storenet, is still working well in identifying and tracking criminals and shoplifters as they enter the Village. These radios, along with the CCTV

Centre and our security officer Shahir, are working well to deter and address criminal and anti-social behaviour. Our local PCSO Amanda regularly contacts the 50 radio users to see if they are responding to test calls. We still only have about a dozen or so active users, and it's really important that everyone on the scheme engages daily for it to work effectively to enable us to address problems in the Village. The users are currently under review and PCSO Amanda, pictured below with our cardboard cut-out cop Dominic, says 'Use it or lose it!'



If any business would like a trial period with a free radio, then please let us know and we will arrange for you to have one as soon as one becomes available. Email daniel@acocksgreenbid.com

SNIPPETS....

- Smart Route plans for the A41 through the Village is due to begin in August, but we will keep you posted on progress
- The Village is being judged for Britain in Bloom on 16th July, full update and pictures will be in the August issue. The Bloom volunteers are also looking for more members to help clean up and plant, so if you can help, let us know!
- The new magazine 'The Villager' is currently with the design team, and is due for publication in September. Lots of you have advertised with us, which is fantastic support. If you haven't yet agreed to an advert and don't want to miss out, then email sandy@acocksgreenbid.com for more info.
- Finally...a warm welcome to the Village is extended to new businesses UK Furniture and UK Beds, The Big Chip, and soon to open, the new eatery Peri'os!

Sandy Gianni, BID Manager

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