

BID Newsletter Winter 2023

Improving, Protecting, Promoting & Supporting Northfield Town Centre

Merry Christmas and Happy New Year from the Northfield BID Directors

Foreword

Messages from Northfield BID Chairperson & Vice Chairperson



As we end the second year in our third term as a BID, we reflect on the challenges facing Northfield Town Centre during 2023 and look ahead to the uncertainty 2024 will bring.

Despite hopes of improvement, the Costof-Living Crisis and Inflation continue to impact the nation, with customer spending being squeezed more than seen in a generation. Unfortunately, over the year, we have seen many casualties of the rising costs nationally, with Wilko being the most recent, locally closing its doors in the shopping centre after almost twenty years of trading. On a more local level, the news towards the end of the year of Birmingham City Council declaring it was effectively bankrupt is a worry for many of us. This will add further pressure on the local community, with Council Tax set to rise and a cut in services expected to make up for the shortfall. Northfield BID Directors and the Northfield Officers continue to have constant dialogue with Birmingham City Council to understand the potential service cuts and the impact this will have on Businesses within the BID area.

On a positive note, as we walk along Northfield High Street, there are few empty shops, and we have welcomed new independent businesses and multinational retailers to the high street. The announcement of Lidl applying for planning permission as part of the shopping centre regeneration also fills me and the board of directors with hope that the plan for Northfield is working.

We continue to focus on Improving, Protecting, Promoting and Supporting Northfield as voted for in our Third Term Business Plan. The BID officers continue to work closely with local stakeholders to tackle the issues of Anti-Social Behaviour, rough sleeping and street drinkers that have plagued the high street in recent months. We will continue facilitating a forum meeting for Businesses with Local Stakeholders to ensure that every business within Northfield Town Centre has a voice. Additionally, Marcia and Tony have been working relentlessly to stretch our budget and find efficiencies so we can maintain planters, Christmas Lights and High Street security services during these challenging times.

As we move closer to the big day, I wish you all a successful Christmas and a prosperous New Year.

Tracy Prior Chairperson Northfield Town Centre BID

As we move into the final months of 2023 and the Christmas festivities begin, now is a great time to reflect on the last year and look forward to the opportunities that 2024 presents. Having been part of Northfield's High Street for over 10 years and supporting the BID for almost as long, I'm looking forward to continuing that support as Vice Chair, supporting the team's fantastic work.

We are always seeking new directors to

join the board to support the BID goals to Improve, Promote, Protect and Support Northfield. If you would be willing to volunteer some of your time to shape the future of Northfield High Street, we would love to hear from you. For further details, please get in touch with our BID Town Centre Manager, Marcia Greenwood or call text, or WhatsApp 079218 18828

May I take this opportunity to wish you all a very Happy Christmas and a prosperous 2024 for you and your businesses.

Carl Brown Vice Chairperson Northfield Town Centre BID



Northfield BID

Meet the Board of Directors



Gary Tempest Northfield Leisure Centre



Amos Mallard ROH



Councillor Jack Deakin Allens Cross Ward



Adam Meade Northfield Shopping Centre



Andy Clarke Phase 2 Hair and Northfield Community Partnership



Randal Brew OBE FCA Community Representative & Financial Advisor to the BID Board



BID Officers

BID Security Contractors

Marcia Greenwood BID Town Centre Manager



Tony Adams BID Operations Support Officer

James Downes SIA Door Supervisor (Simon Carr Security Services)



Isaiah Salmon SIA Door Supervisor (Euroguard)

The Chancellor's Autumn State

A summary of the main announcements (22nd November 2023)

Businesses were hoping that Chancellor Hunt was going to deal with some of the pressing issues of labour shortages and the forthcoming business rates inflation factor. What was offered was a £9bn permanent tax break for businesses by way of the permanent extension of 'full expensing'. The scheme allows a company to deduct all its IT equipment, plant, or machinery spending from taxable profits.

Officials claimed the Chancellor's permanent extension would give the UK one of the world's most generous capital allowance regimes and the "biggest business tax cut in modern British history".

The Chancellor also announced streamlined planning rules and support for artificial intelligence (AI) and fastgrowing industries.

He has abolished Class 2 national insurance and cut the main employee National Insurance rate by 2 percentage points from 12% to 10%. The Chancellor also confirmed an increase in the national living wage from £10.42 to £11.44. The Chancellor will freeze the small business multiplier and extend the 75% discount on business rates up to £110,000 for retail, hospitality, and leisure businesses for another year. The Chancellor stated that these measures will save the average independent shop over £20,000 and the average independent pub over £12,800 next year. ¹

The Autumn Statement in Summary²

Business taxes

• Capital allowances: full expensing will be made permanent. After 1 April 2026, investments in qualifying plant and machinery will continue to qualify for a 100% firstyear allowance for main rate assets and a 50% first-year allowance for special rate (including longlife) assets. Cars, leased assets, and second-hand assets will be excluded.

- Energy-Saving Materials VAT Relief: the list of qualifying technologies will be expanded from February 2024 to include water-source heat pumps.
- Business rates: the small business rate multiplier will be frozen for another 12 months at 49.9p. The standard multiplier will be uprated to 54.6p.
- Business rates: the 75% discount on business rates up to £100,000 for retail, hospitality and leisure businesses will be extended for 12 months.
- Annual Tax on Enveloped Dwellings (ATED): will be uprated by 6.7% for the 2024/25 charging period.
- Van Benefit Charge and Car and Van Fuel Benefit Charges: will be held at 2023/24 rates for a further year.

- R&D tax reliefs: the qualifying expenditure threshold for lossmaking businesses will be reduced from 40% to 30%. There will also be a one-year grace period for businesses that fall below the 30% qualifying expenditure so they continue to receive relief.
- R&D tax reliefs: the Research and Development Expenditure (RDEC) and SME schemes will be merged for accounting periods beginning or after 1 April 2024. The notional tax rate will be aligned at 19%.

Personal taxes

- Self-assessment: individuals who only pay tax through PAYE will no longer be required to submit self-assessment tax returns from 2024/25.
- National Insurance: Class 2 NICs, the self-employed pay will be abolished from April 2024. Class 4 NICs will also be reduced by 1% from April.

ment

- National Insurance: Class 1 NICs for employees cut from 12% to 10% from 6 January 2024.
- National Insurance: employers' NICs relief for qualifying veterans will be extended for a year.
- Pensions: new state pension to increase by 8.5% from April 2024, rising to £221.20 per week.
- Pensions: there will be a new legal right for employees to require employers to pay their contributions to an existing plan to consolidate all savings.

Duty rates

- Vehicle Excise Duty: VED rates for cars, vans and motorcycles will increase in line with RPI from 1 April 2024. VED for HGVs and the HGV levy will be held at 2023/24 rates.
- Alcohol Duty: duty for all types of alcohol frozen until 1 August 2024.

• Tobacco Duty: duty on all tobacco products will increase by RPI + 2% while hand-rolling tobacco will increase by RPI + 12% from 6pm on 22 November 2023.

Other announcements

- National Living Wage: From April 2024, NLW and NMW will increase. The hourly rates will be £11.44 for those aged 21 and over (previously only payable to those aged 23 and over), £8.60 for 18-20-yearolds, and the rate for 16-17-yearolds and apprentices in the first year of their apprenticeship will increase to £6.40 an hour.
- Enterprise Investment Scheme (EIS) and Venture Capital Trust: the existing sunset clauses will be extended for ten years to 2035.
- Planning: local authorities in England will offer guaranteed accelerated planning decisions in exchange for the payment of a fee. The total costs of the planning

applications will be refunded if the application deadline is not met.

• Long-term unemployment: those still seeking work after 18 months must participate in a mandatory work placement. Those not engaging in the work search process for six months will lose their benefits.

Source: <u>https://britishbids.info/blog/novembe</u> insights-by-chris-turner

2 Source: Autumn Statement 2023: a "gamechanging" budget for growth https://bit.ly/3uv4AOR

Lidl Northfield

An update

Rumours have been circulating in the town centre for the past few months that Lidl is considering a move to Northfield Town Centre. Due to commercial confidentiality, the BID Company could not confirm or deny the rumours.

In the background, Lidl has been working hard with residents and local partners of Northfield Town Centre to refine their proposals before they submit a full planning application to Birmingham City Council. Lidl can now confirm that their application has been submitted (although it has yet to be validated).

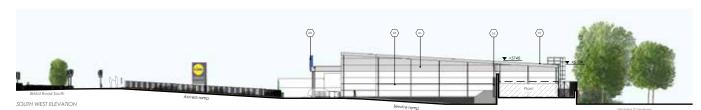
Here are a selection of the latest plans for your information.

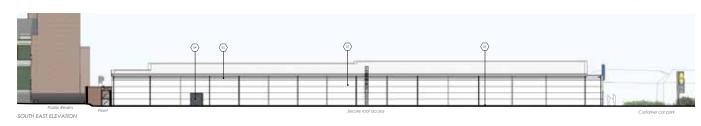
If you have any questions that you wish the BID Company to raise with Lidl, please contact Marcia Greenwood

<u>m.greenwood</u> @northfieldbid.con

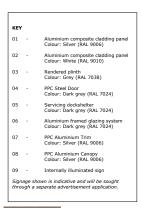


NORTH WEST ELEVATION





© Whittam Cox Architects - Disclamme: The transpice service of Work Dissuppression generations and architects, and tailed a Work Dissuppression generation and which the write base of the architects of the architect the architects of the architects of the architects of the architects and are services with a distributive responsibility to device and write distributive states are the architect of the architects of the distributive states are the architect of the architects of the architects of the architects of the architects of the distributive states are the architect of the architects of the architects of the architects of the architects of the distributive states are the architect of the architects of the architects of the architects of the architects of the distributive states are the architects of the distributive states are the architects of the distributive states are the architects of distributive states are the architects of the architects of the distributive states are the architects of the architects of the architects of distributive states are the architects of the architects of the architects of distributive states are the architects of the architects of the architects of distributive states are are architects of the architects of the

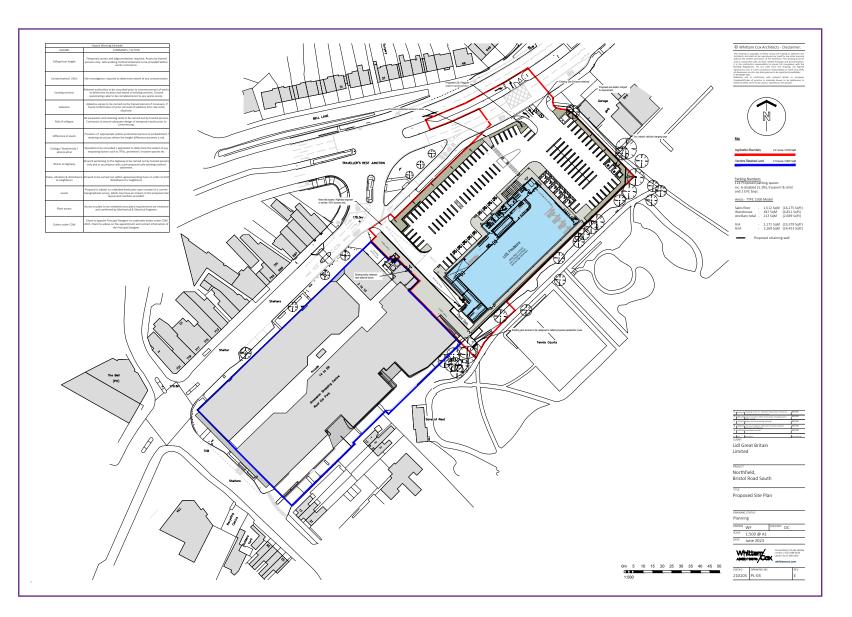




PROJECT Northfield Bristol Road South

TITLE Proposed Store Elevations

| DRAWING STATUS | | | | | |
|---|-----------|------------|-----|--|--|
| Planning | | | | | |
| DRAWN W | F | CHECKED DC | | | |
| SCALE 1:150 @ A1 | | | | | |
| date Ju | ine 2023 | | | | |
| Chesterfield / 01246 260261 London / 020 3388 0019 Leeds / 01134 682450 whittamcox.com | | | | | |
| JOB NO. | DRAWING N | 10. | REV | | |
| 200027 | PL-06 | | C | | |



BID3, Year 2:

What's been achieved in Northfield Town Centre for Year 2 of the BID's third term

As appointed directors and officers of Northfield Town Centre BID, we have pledged since 2012 to continue providing a strong, close, and supportive business network for businesses needing our help, support, and advice. We aim to create a place for 'shopping, eating, working, and doing business' by improving the "buying and selling" environment for the Northfield BID business community.

We can only offer this "help, support and advice" with partners such as Birmingham City Council (City Operations, Waste Management, Community Safety, Highways, Planning and Parks), West Midlands Police (Weoley and Northfield policing teams) and charitable organisations such as Trident Reach.

Within the BID3 Business Plan, Northfield BID has four priorities where services and projects are built around the needs of Northfield Town Centre: "Improving, Protecting, Promoting and Supporting Northfield". Below is the work or services that have been achieved during 2023: Improving Northfield – Improving the visual and physical appearance of Northfield Town Centre.

- Singletons Nurseries was contracted to provide summer and winter planting for the 46-floor planters.
- The BID Caretaker Service, operated by the BID Operations Support Officer (Tony Adams), has provided free, ondemand services –
- o 56 Graffiti/tags removed.
- o 47 Fly-tipping matters dealt with
- o 55 Litter-picked bags filled on private land.
- o 68 Referrals made to other partner agencies.
- Year 2 of the five-year contract with "Festive Lighting" for 57 lamp post motifs and sparking Christmas tree lights and 3 Christmas trees – Tays Corner, Travellers Rest junction and Northfield Leisure Centre sites.





Protecting Northfield – working with partners to provide a safe and secure Northfield Town Centre

- Permanent and contracted High Street Security Service carrying out foot patrols (1.5 miles), supporting businesses when dealing with business crime/shoplifting incidents and assisting West Midlands Police and Birmingham City Council in dealing with perpetrators of anti-social behaviour, alcohol, and drug misuse within Northfield Town Centre.
- Working with the Birmingham City Council Community Safety Partnership (formerly the Local Delivery Group) to ensure Northfield High Street deals with the issues and problems associated with "crime" within the town centre, impacting Northfield's trading environment. Partners on the CSP include:
 - o Birmingham City Council Community Safety Partnership, Housing Department, Youth and Community engagement officers
- o West Midlands Police Northfield Constituency

- o Children's Trust Youth Offending Team
- o Registered Social Housing Providers
- o West Midlands Fire Service -Northfield
- o Birmingham Solihull Mental Health Services
- o Resident Representatives
- o Third-sector or provider representatives
- o Local Councillors

BID officers have contributed to some working groups, pulling partners together to coordinate a response to reduce crime, ASB and community tensions. For Northfield Town Centre, the partnership work has included dealing with the ASB of school youths within the town centre after school and identifying prolific street drinkers and shoplifters to be issued with Community Protection Orders, resulting in the imprisonment of certain prolific offenders. The South CSP has recognised Northfield Town Centre as one of its hotspot areas. With any project work associated with community safety, the CSP partners will coordinate responses to reduce crime, anti-social behaviour and community tensions.

Promoting Northfield – capitalising on the high street's "retail plus" offer.

- Northfield Nutcracker Trail see page 14 for more information about the event to bring young children and their families to the Town Centre.
- Uploading, updating, and maintaining the BID website and Facebook pages for Visit Northfield and Northfield BID.

Supporting Northfield – influencing the decision makers when considering Northfield Town Centre issues and concerns.

 Newsletters (including this one) handdelivered to Northfield Town Centre businesses by BID officers. This edition summarises the BID's finances – income and expenditures for April 2022 to March 2023. Tracy Prior has continued her role as the BID Chairperson for a second year, whilst Carl Brown replaces Andy Clarke as

the Vice Chairperson of the BID Board of Directors.

- Annual General Meeting (Open Forum) held in September 2023) combined a meeting with the Birmingham Northfield Constituency MP, Gary Sambrook. The first joint meeting was held in April. The April meeting's main agenda featured a discussion on "Law and Order", whilst the September meeting raised concern surrounding the growing incidences of homelessness, street begging, encampments and crimes that prolific offenders had carried out. The City Council's Street Intervention Team, the Community Safety Partnership and West Midlands Police were in attendance to answer business owners' and managers' questions.
- Continuously disseminating Government or Birmingham City Council information to businesses using various communication channels, such as WhatsApp, Facebook, newsletters and face-toface.

As the BID moves into the third year of its third term, the BID Board of Directors will

continue to work on delivering the BID3 Business Plan that was endorsed on the BID ballot in November 2021.

There may be some difficult decisions to undertake for the start of the third year, which is why the BID Board is asking you for your priorities for your business trading within Northfield, to enable us to continue to provide a retail plus town centre for all that work, live and support Northfield Town Centre.

Please take a look at the survey on pages 11 and 12. Please complete the survey and return it to us for our first BID Board meeting of 2024.

On behalf of Northfield Town Centre BID, we thank you for your continuous support. You can contact the BID officers from 9am to 5pm, Monday to Friday, to address any issues relating to the maintenance of Northfield Town Centre.

The BID officers' contact details can be found on page 16.

BID Finance Summary

April 2022 - March 2023

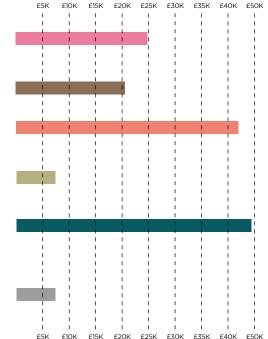
Income

£137,110 Includes BID Levy, Grants Received & Income Generation

Expenditure (By BID2 priorities)

| | Improve Includes Operations support services, Graffiti removal, weed spraying, season florals, Celebrating Christmas | £24,523 ª/ | |
|---|---|---------------|--|
| | Protect Includes Town Centre security patrols, retail radio scheme | £20,196 | |
| | Promote Contributions to Northfield Beach, marketing and promoting Northfield, social media & website | £43,276 | |
| | Support Newsletters, business support, subscriptions to town centre management organisations | £7,213 | |
| | Admin Associated costs for rent, insurance professional and general expenses | £49,047 | |
| | TOTAL | £144,255 | |
| | Surplus (Deficit) | -£7,145 | |
| Mana information also the Newberg and DIDIs Associated Associated | | | |

More information about Northfield BID's Annual Accounts, filed with Companies House can be found here: www.northfieldbid.com/annual-accounts





To view our accounts, scan the QR code using your mobile phone. The BID also contributed towards other popular town centre projects as detailed in this budget breakdown graphic.

BID3 Priorities

January to December 2024 Survey

The cost of living has affected all businesses, including the BID services Northfield BID provides for the Northfield Town Centre business community.

With increases in costs to provide BID services, the BID directors are asking BID levy payers to have a say in what BID services they want Northfield BID to fund under each of the BID's four priorities: Improving Northfield, Protecting Northfield, Promoting Northfield, and Supporting Northfield.

The BID services detailed below are within the Business Plan 2022-2026. The continuation of the BID services/projects into 2024 will depend upon the budget available (with feasible cost efficiencies made.) A copy of the BID3 business plan can be found at https://bit.ly/3QUspa6

We want to provide a cost-effective, best-value service for BID levy payers, so have your say! To have your say on the BID priorities for 2024, please complete and return the form to:

<u>m.greenwood@northfieldbid.com</u>

or post it to Northfield BID, c/o Northfield Baptist Church, 789 Bristol Road South, Birmingham B31 2NQ

| 1. Improving Northfield (subject to budget availability) | | |
|--|--|--|
| Seasonal Floral Planting - 2 planting seasons on Northfield High Street. | Christmas Lights - lamp columns and dressed trees. | |
| Seasonal Floral Planting - 1 planting season with hardy plants on Northfield High Street. | 1 Christmas tree. | |
| Jet Washing - of the High Street through contracted services. | 2 Christmas trees. | |
| BID Caretaker Service - graffiti removal, fly poster removal, cleaning and removing fly tipped sites and litter picking. | 3 Christmas trees. | |
| | | |

IMPROVING, PROTECTING, PROMOTING & SUPPORTING NORTHFIELD TOWN CENTRE

SISK JANUARY SURV

BID3 Priorities

January to December 2024 Survey

| 2. Protecting Northfield (subject to budget availability) High Street Security - 5 day service (Monday to Friday) High Street Security - 6 day service (Monday to Friday, may include Saturday/Sunday) Explore the feasibility of creating a BID Business Crime Reduction Partnership. | 4. Supporting Northfield (subject to budget availability) Northfield BID newsletter - 2 editions designed, printed and hand delivered, online and website Northfield BID newsletter - 2 editions only available online (emailed/Whatsapp) and BID website only. |
|---|--|
| 3. Promoting Northfield (subject to budget availability) Financial contribution to annual summer event (no more than £5,000) BID funded annual summer event (no more than £10,000) BID funded Christmas event (no more than £10,000) Marketing and communications apprentice for social media. | Thank you for completing the survey. Please return by 31st January 2024. Your responses will be recorded and presented at the first BID Directors' Board meeting of 2024. To complete the survey online, please click the link below or scan the QR code https://forms.office.com/r/ Z7pOGHdFRM?origin=lprLink |

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High Street Security

An insight from our security contractors, James & Isaiah

Working as a High Street Security Officer in Northfield High Street can bring new daily challenges. As ambassadors for the Northfield BID, most of our time is focused on improving the safety and well-being of shops and businesses in our area. We do this by regularly visiting all our shops and businesses, checking up on them to see if they have any problems that we can support, whether in a physical capacity or giving advice and peace of mind. However, this often means a heavy focus on tackling the now-hot topic of shoplifting.

Shoplifters

Even though most of our high street customers are shopping lawfully, unfortunately, there is a small minority of offenders that choose to make the Northfield business community life "hell," and the number of shoplifters now frequenting Northfield High Street is increasing. (By the way, it's not just affecting businesses in Northfield, but it happens to be a UK problem that needs to be dealt with by those who create the law and those who interpret and pass judgment on the offenders). Despite this UK-wide problem, in Northfield Town Centre, we can collectively combat this by utilising the retail radio link, where

BD security, Northfield Shopping Centre Security (Charlie 1) and businesses on the radio scheme can share vital information which can often lead to shoplifters being tracked, located and detained locally within the BID's high street area, leading to products being returned to their rightful owners and the police being informed of offenders' personal information for the larger quantities of items stolen and as well as monitoring and assisting the police in building a case against the regular shoplifters.

Begging & Aggressive Begging

As High Street Security, we are also tasked with removing beggars from outside businesses that harass members of the public and mitigating the amount of alcohol consumed on the High Street, which often brings other antisocial behaviour such as assault, public indecency, public urination, drug abuse and much more.

However, we do more than tackle the shoplifting epidemic, alcoholics, and drug abusers - from performing first aid to those who need it before an ambulance can attend to helping people take heavy bags to their cars, intervening with outbursts of violence, and stopping youths from intimidating others and being generally unruly.

We are here to improve people's experience on Northfield High Street. Unfortunately, to do this to the best possible standard, we need the support of our business community to inform us of any unsavoury activity you witness or, better still, log with West Midlands Police on their non-emergency phone line 101 or report an incident online.

Please use the contact details below to contact the High Street Security Service

07751 645712 (Call/Text/Whatsapp)

🔀 security@northfieldbid.com

Nutcrackers

Join the hunt in Northfield Town Centre

To encourage footfall, vitality and custom over the Christmas period, Northfield BID has teamed up with Ice & Lights Events to produce a Nutcracker Hunt for participating schools to encourage local school children (under 11 years old) and their parents to visit all areas of Northfield High Street, thus increasing footfall, encouraging potential sales, and parents and their children to discover the unique businesses that chose Northfield Town Centre. The trail will support the "Promoting Northfield" priority.

Ten Nutcracker locations have been picked with participating Northfield businesses. For a chance for local primary school children to participate in the competition and win a prize in a prize draw, ten named 6-foot nutcracker locations must be found, completed on a competition entry form, and placed in a provided post-box. Schools will be asked to promote and encourage participation amongst their pupils.

The competition will run until 31st December 2023, with the prize draw taking place in the New Year.



FREE training

on bereavement awareness

Team Leading

ILM Level 3 course starting in Jan' 24

Do you have members of the public or customers who might have recently lost someone close to them? Do you feel confident about talking to them and offering advice and support? We can provide a FREE 2-hour workshop at a local Northfield venue, which will help your organisation feel better equipped to support people in these situations. The session is interactive and delivered by a colleague from Birmingham Hospice. It will help participants feel more confident in dealing with these issues and give them signposting information about local services and organisations that can offer further support.

At Northfield Community Partnership, we are leading a project called "Compassionate Communities", and we are on a mission to make Northfield a place where people can find support when they are grieving for a loved one. Whether in a community setting, in a local shopping or leisure centre, or the local pub – we want our local places to feel safe where people can find the support they need.

We will provide these FREE bereavement awareness sessions in the new year at local venues in Northfield, probably one at the Leisure centre and another at the Shopping centre. Dates and times are still to be confirmed. If you are interested, please get in touch with Jess Allan at jessallan@ northfieldcommunity.org, and she will get back in touch to confirm the dates.

If you have a small, local business and it is difficult to cover staff training we can offer a small incentive of £50 to cover the time (2 hours) they are not at work. The maximum number of staff per business would be two. Let us know if that would make your business's participation easier.

Jess Allan Northfield NNS Manager



Compassionate Communities Art Installation Project (Memory Board) - (where people of Northfield have written messages of remembrance to people close to them who have died).

South and City College have secured funding for your employees to start the Level 3 ILM Management course and we want to give the employers we currently work with first refusal!

We can 100% fund this for your employees*

This qualification is ideal for individuals who have management responsibilities but no formal training and are serious about developing their abilities.

Many employers offer their staff this opportunity giving them the option of doing this in their own time as part of their own personal and professional development. The feedback from employers and individuals has been really positive so we have secured more funding to be able to deliver more.

This flexible qualification starts in January and will be online from 6pm to 9pm every week for 12 months. It is made up of a wide range of units including understanding how to organise and delegate, communication skills, team leadership, managing change, innovation and managing people and relationships. This flexibility in unit choice allows the qualification to be tailored to meet the needs of the individual and your company.

For further information, or to set up a short Teams call, please contact:

Tracy Kerr Business Consultant South and City College Birmingham

07787 004710

🗹 <u>tracy.kerr@sccb.ac.uk</u>





Contact us...

to be involved with Northfield BID, our priorities, any compliments, complaints or comments about BID funded projects, services or discussions at the BID board level

Marcia Greenwood (MIPM ACIM)

Northfield BID Town Centre Manager

07921 818828

<u>m.greenwood@northfieldbid.com</u>



www.northfieldbid.com/contact-us

Please visit us online:

For more info about the BID projects undertaken for the benefit of Northfield BID and Northfield Town Centre,

www.northfieldbid.com/business
www.northfieldbid.com/

reasonstovisit



To view our contact us form, scan the QR code using your mobile phone

B2B Facebook promotions:

Tony Adams (AM-RSPH)

07809 904925

BID Operations Support Officer

tony.adams@northfieldbid.com

Dedicated to the friends of the town centre who have an interest in its future;

www.facebook.com/ NorthfieldBID

James Downes (SIA) / Isaiah Salmon (SIA) BID High Street Security Officers

07751 645712

security@northfieldbid.com



To view our business page, scan the QR code using your mobile phone

B2C Facebook/Instagram promotions:

Provides information for visitors and customers who visit Northfield for the 'retailing plus' experience;

www.facebook.com/visitnorthfield

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www.northfieldbid.com

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