

Northfield Town Centre

Working together for a better future



Business Improvement District Proposal



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How does a BID work?

- A Business Improvement District or BID is a defined area within which the local business community work together to collectively invest in projects and services to improve their business environment.
- A BID delivers projects and services additional to those provided by the local authorities.
- A BID is usually operated by an independent business led 'not for profit' company accountable to the local business membership.
- A BID is funded by all eligible business occupiers within the BID area contributing a fair levy based on the rateable value of their premises.
- Additional voluntary contributions from other stakeholders, including property owners and developers, may be secured.
- A BID can only be implemented when businesses have voted in a ballot and a majority is achieved both by number and rateable value.
- A BID can operate for a maximum of five years after which a renewal ballot becomes necessary.



“I am very supportive of the work to create a Business Improvement District in Northfield. Having been born in the area, I recognise the importance of the centre to local people and businesses and would like to see it thrive. I urge you to get involved in the initiative and help to make it a success”

Andy Street

Managing Director of **John Lewis** and Chair of Greater Birmingham and Solihull Local Enterprise Partnership (LEP)

Our Vision for Northfield Town Centre

As businesses in Northfield Town Centre, I and many other owners and managers believe that we can secure real 'bottom line' benefits by working together and investing collectively to improve our trading environment.

Whatever the nature of your business – multiple or independent - retail, leisure, food or banking - services for individuals, businesses or the wider community – we all operate within and share a common interest in the future of Northfield Town Centre.

Today, more than ever, the changing face of the 'high street' means that we need to capitalise on our local knowledge and resources so that we can promote

and improve trade and business across the whole of Northfield Town Centre.

This proposal, to create the Northfield Town Centre Business Improvement District or BID, is the only cost effective way that we have to address local problems and threats. The issues and opportunities that affect our businesses provide the driving force for this initiative.

If approved by a majority vote, businesses will benefit from additional investment of at least £500,000 over the next five years. This will be financed fairly by all 220 businesses that will benefit from additional projects and services paying a small 1.5% levy

on rateable value. This is a local investment, not a tax!

The BID will help Northfield Town Centre to become more:

Customer focussed: the town centre destination of choice for residents and visitors in South West Birmingham to shop, do business and relax, and

Investment friendly: where businesses can prosper because of its high quality, safe and welcoming environment, diverse customer appeal and competitive 'value' based offer.

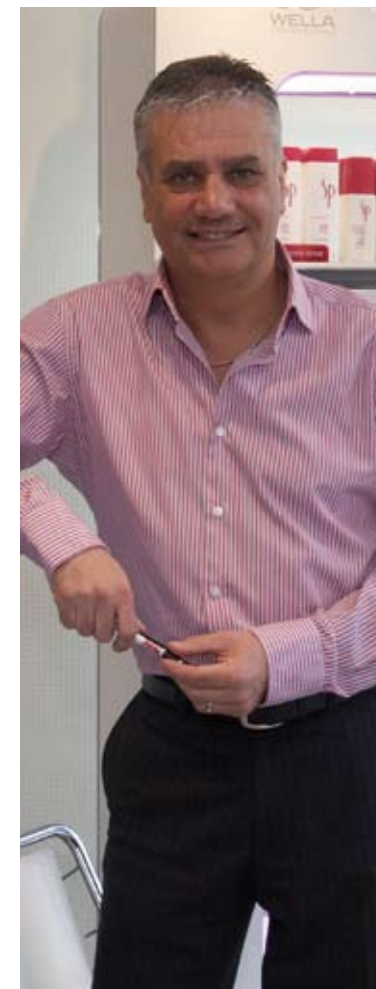
BIDS are being introduced by businesses in many other town and city centres across

Birmingham, the Midlands and UK. This is Northfield's one opportunity to bring about sustainable change for the better - doing nothing is not an option!

This BID Proposal sets out plans that a Steering Group of local businesses has developed in consultation with you. I urge you to carefully consider them and **Vote YES**. Rise to the challenge - please don't lose this opportunity



Andy Clarke
Chairman, Northfield Town Centre Partnership
Owner, Phase 2 Premier Salon



Vote YES!

to the Northfield Town Centre BID
in the postal ballot between
26th September and 27th October.



Why support the Northfield BID?

By voting **YES**, your business could benefit from:

- **An improved visitor experience** - making the area cleaner, brighter and more accessible for customers, staff and visitors.
- **Being safer and more welcoming** - reducing crime and anti social behaviour and improving perceptions about safety - day and evening.
- **Attracting more customers** - promoting a positive town centre image and marketing its businesses, attractions and events, resulting in higher footfall and customers from a wider catchment area.
- **Securing more investment** - promoting property development and business investment to secure a

stronger, more diverse retail, leisure and commercial offer.

- **A dedicated Town Centre Manager** - working for you, supporting your 'high street'.
- **An effective business 'voice'** - a business-led partnership to influence, coordinate and 'lobby' on local issues and opportunities affecting business.
- **Added value** - BID projects and services guaranteed additional to existing public sector expenditure, your money working smarter and a lever for additional funding.
- **Sustained additional investment** - fair and modest annual contributions, no 'freeloading' and a five year investment plan.

- **Increased business confidence and involvement** - the BID is developed by business, decided by business, delivered by business.

Voting **No** will mean none of the above will be achieved.

No additional environmental management.

No dedicated town centre promotion.

No influential voice and support for local business.

Now is not the time to stop. We will lose much that has been achieved in recent years including our Town Centre Manager and Town Centre Partnership. Northfield and its businesses will lose out to other centres, including new developments in Longbridge and Selly Oak.

Are BIDs already making a difference?

There are now some 120 BIDs operating across towns and cities in the UK.

In Birmingham, there are currently four in the city centre - Broad Street, Retail Birmingham, Colmore Business District and Southside, and two in local centres - Kings Heath and Erdington.

“BIDs put businesses in the driving seat. We are able to prioritise what is needed here rather than being just another part of Birmingham. The BID is building a better, more commercially rewarding future for all of us and giving Kings Heath its own unique identity by controlling how monies are spent and what our future can look like.”

Cathy Edwards BSc FRICS MEWI

Kings Heath BID Director and Chivers Commercial

“When I managed our operation in Kings Heath, I saw at first-hand the benefit the BID brought to high street businesses. I’m really keen to see Northfield BID do the same for us. Ultimately we will all benefit from an improved town centre.”

Paul Merry

The Black Horse, JD Wetherspoon

Businesses, their customers and staff are seeing and feeling the benefits that would not occur without the additional investment that BIDs deliver.

And remember, developers of the new Longbridge local centre are already recruiting a Town Centre Manager. Northfield must not get left behind!





Support Northfield Town Centre - Support the BID

This Proposal sets out the business case for the BID and how we can collectively improve Northfield Town Centre. It has been prepared following extensive consultation and feedback from a wide range of local businesses. This is what some of them have to say.

Propinvest®



NORTHFIELD
shopping



UNITED
CARPETS
WOODFLOOR & BEDS

Essential Beauty
SKIN CLINIC & RELAXATION CENTRE



Flower Centre

“The BID will help unlock Northfield’s potential by allowing us to make the improvements we all know the town desperately needs. We’re voting ‘yes’, as we believe the businesses of Northfield cannot afford to miss this opportunity.”

Kevin Gwilliam
Propinvest
(Northfield Shopping
Centre owners)

“We want Northfield to become known for putting on events to create an atmosphere that people want to come here to enjoy. The BID can help breathe new life and colour into Northfield with hanging baskets, colourful lamppost banners and activities on the streets.”

Joy Street
Royal Orthopaedic Hospital

“Northfield BID will be able to lobby the Council to tackle environmental issues such as litter, weeds, broken bins, poor paving slabs and graffiti. We will also be able to invest our money in additional services, such as jet washing the streets.”

Andy McLeod
United Carpets

“We will have more impact in winning new customers if we join together to promote Northfield as a vibrant and attractive centre.”

Kirsty Cotterill
Essential Beauty

“There is widespread agreement amongst businesses on the issues that Northfield is facing, but without the BID we will not be able to do anything to tackle them.”

Joy Gill
The Flower Centre



“To secure our futures, we need the BID to succeed. It will cost a little money, but it will be money well spent, and in these very difficult times we need all the help we can get.”

Dave Sheldon
Carvill & Johnson LLP



“Where BIDs engage effectively with the business community, and deliver a material difference to trading performance, they enable businesses to work together to create more prosperous town centres.”

Andy Godfrey
Public Policy Manager,
Boots



“If we all play our small part in combatting issues on the high street, and work together with the Police and Council, we will see real results.”

James Sweetin
Loss Prevention Manager,
Home Bargains



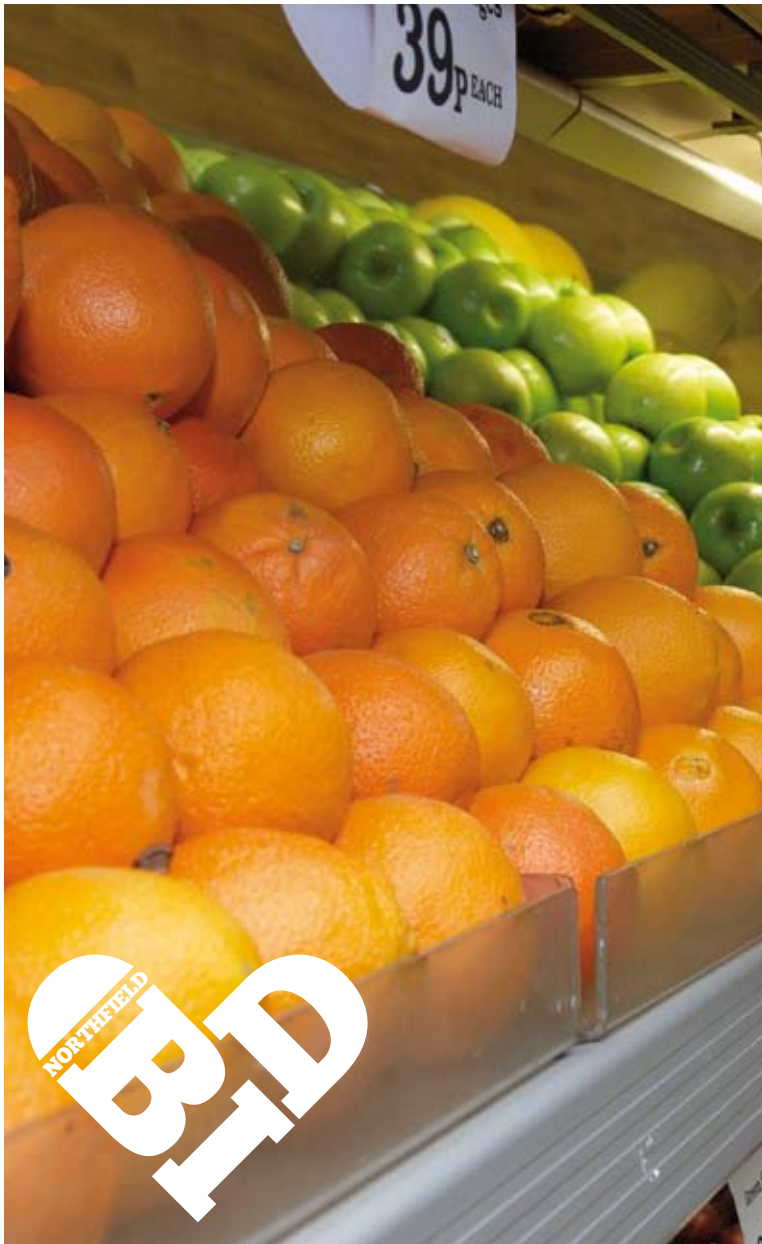
“The BID must address the needs of businesses whether they're located at the heart of the town centre, in the shopping centre or on the outskirts.”

Neil Jones
Northfield Cycles



“More events and targeted marketing campaigns will encourage people to want to come here, and help improve Northfield's reputation.”

Robert Holdcroft
McDonald's



Why does Northfield need a BID? The Business Case

- High Street trading conditions remain difficult as household budgets are under pressure from rising prices and taxes as well as restricted wage growth and higher unemployment. Whilst Northfield's 'value' retail offer has helped to maintain trade and keep vacant shop levels relatively low, the future of high street retailing will remain a challenging environment.
- Northfield has one of the largest catchments of any of Birmingham's local centres but is failing to fully capitalise on this potential and is facing increasing competition from the internet, new out-of-town supermarkets and other 'local' developments. In particular, new retail centres planned for Longbridge and Selly Oak will provide significant competition for customers and trade.
- Whilst traffic congestion has been reduced within the town centre since the relief road opened, providing a safer and more pleasant environment for pedestrians, some passing business has been lost.
- Considerable progress has been made in recent years in creating a more customer friendly and safe environment. However, concerns including poor maintenance and litter, traffic and car parking, crime and antisocial behaviour have been expressed. Improving the town centre's environment and accessibility, continuing to promote crime and antisocial behaviour reduction measures and addressing perceptions about safety are widely viewed as key to the town centre's future trade and investment.



“Creating a safer and more secure town centre will benefit all businesses as well as customers, and the BID will enable businesses and the police to work together in more coordinated and effective ways.”

Sergeant Sarah Burton

*Northfield Neighbourhood Team,
West Midlands Police*

- Northfield as a whole suffered following the collapse of MG Rover. Northfield Town Centre Partnership, created by businesses, residents, community and public organisations, took on a number of challenges, including promoting trade, new business investment and improvements to the centre. Its achievements over the past four years have helped to win vital resources for the town centre and deliver several projects, including:

- ✓ **Town Centre Manager, Liz Newton (previously Sue Smith) working on your behalf.**
- ✓ **Events including Christmas lights and Northfield Carnival.**
- ✓ **Setting up Retail Radio Link and working with the police to help target their activities and tackle crime.**
- ✓ **Securing money for town centre caretakers.**
- ✓ **Ensuring businesses had their say on the proposed relief road and high street environmental improvements.**
- ✓ **Reducing negative effects of road works on businesses and bus routes.**
- ✓ **Securing business rate valuation and payment reductions.**
- ✓ **Assisting businesses to recruit and train staff.**

These provide a strong base on which to build, but without your

support and new BID resources, it will all come to a halt!

Northfield Town Centre Partnership has operated from the Visit Northfield 'one-stop-shop', located opposite Northfield Shopping Centre, which offers an invaluable 'high street' drop-in centre for the local community.

By working in partnership with other agencies, information and advice has

been available on matters such as employment, training, savings and borrowing, benefits and debt and smoking cessation.

The one-stop-shop, and its services, does not form part of this BID Proposal and its future is subject to successful Big Lottery funding.



“Anything which helps to make the Northfield area more attractive in an attempt to encourage people to shop local is certainly something we would like to see and complements The Federation of Small Businesses 'Keep Trade Local' campaign. We would urge businesses within the BID area to engage fully with the BID process in order to ensure the voice of as many small businesses as possible is heard.”

Karen Woolley LL.B (Hons)
Development Manager
Staffordshire and West Midlands Federation of Small Businesses



Your business priorities

To identify the key business priorities and determine how best to invest BID resources, we turned to Northfield business managers and owners.

Some 60% of local business managers and owners participated in a wide ranging questionnaire survey in March 2011¹ and this was followed up with one-to-one discussions, consultation events and feedback newsletters.

Your response has been excellent, giving us a very clear insight into your aspirations and concerns for the future of the town centre.

The following priorities have been identified and incorporated into this BID Proposal:

- Capitalise on recent major investment in the environment through additional maintenance and enhancement, improved access and parking, better signage and high visibility 'gateway' features.
- Increase investment and coordination in crime and anti social behaviour reduction measures.
- Win more customers and clients from a wider catchment area, particularly those with higher disposable income, by offering local value, local choice and local convenience.
- Increase sales with more visitors staying longer and spending locally by cross selling more of Northfield's business and community 'offer'.
- Promote and support new investment by property developers and owners, retail and other types of businesses.
- Create a more inclusive and effective 'voice' for Northfield Town Centre and its businesses.



“ I am fully supporting the BID as it is will give local businesses themselves the chance to decide how to make Northfield Town Centre better for trade. The BID will help develop and improve services for the town centre that will increase the number of people coming into Northfield, therefore helping boost the local economy and encouraging future investment.”

Richard Burden
MP Northfield



¹Northfield Business Consultation 2011 - Research by Design See www.visitnorthfield.co.uk



What will the BID deliver for town centre businesses?

1. Improve

A town centre environment that is clean and safe, attractive and of high quality, that provides necessary services and amenities including being easy to access, caters for public and private transport and is user friendly to pedestrians.

Clean - really clean!

To achieve higher standards and additional to City Council statutory services, the provision of a targeted caretaker and maintenance service to include:

- Washing/deep cleaning of streets and 'hot spots', eg around bus stops, fast food, doorways and entrances, chewing gum and stain removal.
- Graffiti/fly posting removal.

- Extended litter picking and weed removal.
- More efficient trade waste removal.
- 'Mind your own Business' campaign to encourage better appearance and management of individual business premises, eg smoking, entrances, windows, signage.
- Maintenance of empty commercial premises to improve street scene and lettings.

Safe and secure

- Public transport/car parking promotion and management, including a reduced rate staff car parking scheme in the Northfield Shopping Centre.

- Development of Retail Crime Partnership including extension of existing radio CCTV/offender photo/police liaison activities.
- Extend Child Safe initiative.
- Actively manage street entertainers.

Greening

- Introduce more planting, hanging baskets and public art.
- Explore the scope for local recycling and energy saving schemes in partnership with the Northfield Ecocentre.

The BID **will not** duplicate or replace statutory services.

2. Promote

A local centre brand, 'Visit Northfield', which is appealing and diverse in its shopping, services and attractions offer and is promoted to a much wider and diverse catchment.

community services, car parking, public transport.

- Targeted local advertising and use of social networking media.
- Seasonal themed banners on high street lamp columns.

Promotion & marketing

- Develop consistent promotion to include a 'Rediscover your local shops and services' campaign.
- Permanent 'gateway' branding at key entrances to the town centre, particularly on the A38.
- Christmas activities.
- Produce printed and online town centre guide/map highlighting the variety of shopping, leisure and eating outlets, business and

Events

- An annual calendar of regular events and entertainment to bring quality 'animation and atmosphere' to the high street, including the build up to key celebrations and holidays, eg Christmas, Easter, and Valentines.
- Explore the potential for themed street markets.
- Create marketing links with local events that can benefit the high street, eg Northfield Carnival.

The BID **will** deliver additional projects and services in Northfield Town Centre through three interdependent programmes.

3. Support

A vibrant town centre that works with and supports its existing businesses and welcomes inward investment.

e.g. disorder, road closures.

- Work to protect and improve public services affecting the town centre's operation.

Northfield based organisations and charities, e.g. Ecocentre, Library, Adult Education, Northfield Swimming Pool, Citizens Advice Bureau, YMCA, Churches.

Business 'voice'

- Provide a business 'voice' on issues affecting trade in the town centre based on regular consultation with local business managers and owners and representing lobbying on their behalf.
- Provide 'one stop' support via a full time Town Centre Manager and Board of local business directors to ensure access to information, advice and action on current issues and opportunities. Also share information in times of crisis or in advance of events that may affect businesses,

Business network

- Develop 'Visit Northfield' website to include a dedicated business information section.
- Promote a 'Northfield Business Network' via electronic and face-to-face networking, regularly communicate relevant information and promote local business-to-business purchasing and mutual support.
- Ensure local businesses, their staff and customers are encouraged to benefit from the services offered by

Business support

- Pilot a 'Visit Northfield' customer service standard and training programme where necessary to raise the overall experience and reputation of Northfield's 'customer offer'.
- 'Invest in Northfield' marketing and support programme to existing and potential investors looking to expand or locate in the town centre.



How will the BID's performance be monitored?

Keeping the BID 'on track' and monitoring progress will be a priority, both for the impact of BID projects and services, and the efficient investment of BID funds.

Regular reporting to business members, other stakeholders and potential investors will be achieved via newsletters, website and events.

The BID will monitor the impact of its additional projects and services by undertaking business, visitor and environmental quality surveys and analysis of available data, eg crime statistics.

As partners to the BID, Birmingham City Council and West Midlands Police will enter into a Partnership Agreement to benchmark and monitor the

delivery of relevant existing services. In this way, the BID will ensure that the essential basic services are delivered effectively and sustained over its five year term. These services will include:

- **Street cleaning and waste management**
- **Street lighting**
- **Highway maintenance**
- **Car parking and traffic management**
- **Landscaping**
- **Policing**

An independently conducted mid-term assessment of the BID's overall performance will be undertaken.



Where will the BID operate?

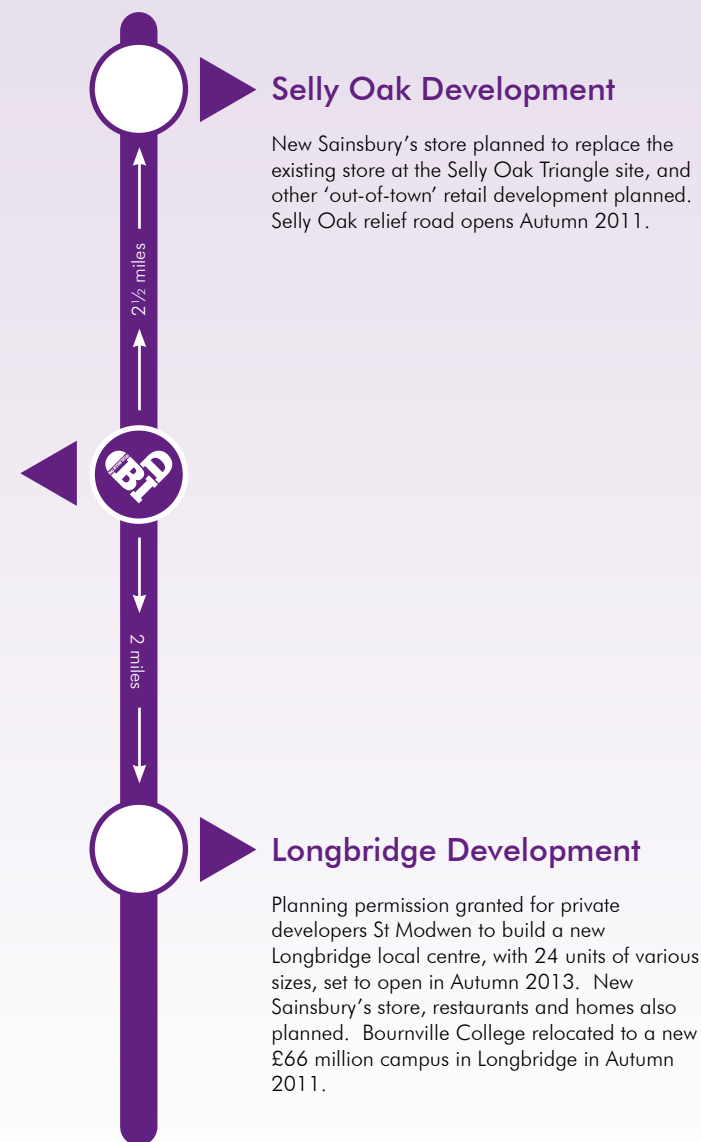
The BID will work with and support businesses and organisations across all sectors and the whole of the town centre.

The BID will adopt an inclusive approach to all those which contribute to Northfield's retail, business and community offer.

The BID will promote Northfield as the principal town centre on the A38 south west corridor

BID area

Proposed Northfield Business Improvement District boundary





How will the BID be organised and managed?

The BID will be operated by an independent and private sector led 'not for profit' company. It will have a Board of Directors accountable to BID levy payers for:

- Upholding and promoting the vision and objectives for Northfield Town Centre.
- Delivering BID projects and services efficiently and effectively.
- Reporting annually on progress and performance.
- Promoting the active and continued support of town centre businesses and partner organisations.

The Board of Directors will be led by a private sector chairperson and consist of 17 Directors, comprising a majority of representatives from Northfield's business community and supported by representatives of key stakeholders as follows:

13 Business Directors



Retail - multiple and independents



Food, leisure and hospitality



Other services - business and community



Property owners

4 Stakeholder Directors



Birmingham City Council



West Midlands Police



Local resident

The Board of Directors



Subject to the outcome of the ballot, nominations will be invited and a transparent selection process will be initiated to secure the BID Company's founding Directors. Service on the Board will be voluntary with no remuneration paid to the directors.

Every levy paying business and other organisations making annual financial contributions will be eligible to become members of the company and to vote at general meetings.

Town Centre Manager

A professional Town Centre Manager will be appointed and be responsible and accountable to the Board for:

- Implementing BID projects and services.
- Providing a positive 'voice' for Northfield Town Centre and its businesses.
- Responding to local issues and the needs of businesses.
- Securing BID levy and additional funds.
- Ensuring effective financial management and reporting on overall progress.





How much will the BID cost?

The proposed budget allocations for the key delivery programmes, town centre management and overheads for Year One of the BID are outlined in the table. In subsequent years, budgets will be prioritised to reflect progress with initial projects and future priorities based on feedback from businesses and visitors.

Programme	Budget Allocation	Performance Measures (outputs and impact)
Improve	£32,000	Cleaning and maintenance services delivered and environmental surveys; Greening and enhancement projects delivered; Crime/antisocial behaviour projects and data; Business/visitor feedback surveys.
Promote	£25,000	Promotion and marketing initiatives undertaken; Survey data on footfall, visitor catchment and spend; Retail sales 'opinion poll'; Media coverage.
Support	£5,000	Communications and networking undertaken; levels of business engagement and feedback.
Town Centre Manager (Incl. employment costs)	£38,000	Reports to BID Board and business members on project and service delivery. Achievement of budgetary/delivery targets. Business feedback. Annual appraisal.
Management overheads	£5,000	Value for money/reduced charges/pro bono and due diligence by Board.
Contingency	£5,000	Maximise levy collection
Projected Year 1 budget	£110,000	Maximise potential for additional income from voluntary contributions, sponsorships, etc.

These programmes will **not** replace the services already provided by Birmingham City Council and West Midlands Police.

Appropriate administrative arrangements will be put in place with a commitment by the Board **to keep overhead costs to a minimum and to direct maximum resources to frontline projects and services**. It will seek in kind and pro bono support from partners to cover overhead costs and voluntary contributions to support the budget.

How will this additional investment be funded?

The principal source of funding is the **annual BID levy** which will be applied to business ratepayers within the BID area, as follows:

- The levy will be set at 1.5% of premises rateable value in order to deliver the initiatives outlined in this Proposal.¹
- All businesses with premises having a rateable value of £3,500 or more will be liable to pay the BID levy.²
- Minimum and maximum levy payments of £100 and £10,000 respectively will apply.
- Charities will pay a £100 annual levy.
- No relief is proposed for vacant premises.³

The BID will pursue **other potential sources of income** to increase its budget and investment in the town centre, including:

- Commercial sponsorships and income generation.
- Potential grant sources
- Voluntary contributions from property developers/owners (where not covered by the BID levy arrangements).

Birmingham City Council, already a committed supporter of the BID having made significant financial and practical contributions to its development phase, has confirmed that it will collect the levy at no cost to the BID in addition to making levy payments on its own premises within the district. The combined annual value of this to the Northfield BID will be in excess of £20,000.

¹ The BID levy will be increased each year by the annual inflationary factor for local non domestic rate bills as calculated by the Government.

² The BID levy will be applied to hereditaments (premises) with rateable values of £3,500 and above, with the exception of private car parks, ATMs, telecommunication masts, advertising hoardings as assessed in the 2010 Local Non-domestic Rating List as at 1st April 2011.

There will be no adjustments during the year to reflect changes in individual rateable values due to appeals. Changes in values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following year.

Where a property is taken out of the Rating List, the BID levy will apply up to the day before the effective date of removal and the annual BID levy will be apportioned accordingly. Where a new assessment is brought into the Rating List, the BID levy will apply from the effective date as shown in the Rating List. The annual levy will be apportioned on a daily basis.

³ Where, at the time of the ballot there is no current occupational lease, the liability will fall to the property owner until a new lease is confirmed. The owner will be entitled to vote in the BID ballot.

“Birmingham City Council has a number of properties within the BID area, and will be voting ‘yes’ to the BID and paying the levy on these properties. Recently the Council invested £1.8 million in improving the town centre, and the BID will give businesses the chance to capitalise on this and take Northfield to the next level.”

Councillor Ken Wood
Northfield Constituency
Chair





How much will my business pay?

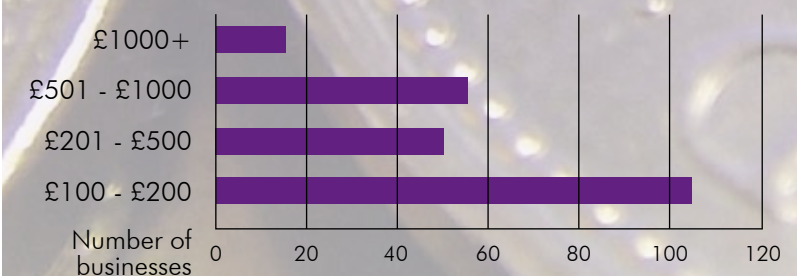
If the BID is approved, some 220 businesses will each be required to make one annual BID levy payment from January 2012 for a period of 5 years.

The projected total levy income in year 1 of the BID is £110,000. Over £500,000 will therefore be invested in the town centre by the BID during its first 5 year term. This may be supplemented by additional voluntary contributions and

commercial income.

Almost 50% of businesses will pay between £100 and £200 per year, a maximum of less than £4 a week. A similar proportion will pay between £4 and £19 a week.

Levy contributions by band



Remember, the BID will only invest in additional or complementary services that will not otherwise happen.

How will the BID Levy be collected?

- If the vote is approved, ALL businesses that are liable will have to pay the levy.
- The BID levy will be invoiced annually, on a separate bill from business rates, to all liable businesses
- The levy will be collected **free of charge** by Birmingham City Council and passed to the BID Company under favourable cash flow terms contained within a formal Operating Agreement.
- None of the costs incurred in researching and developing this BID Proposal will be recovered from the BID levy.

Who will decide?

- The BID will be determined by an independently conducted postal ballot of all eligible businesses.
- Businesses will be eligible to vote if they occupy premises with a rateable value of £3,500 or more and are listed as a non domestic ratepayer within the proposed BID area on the date the notice of ballot is published in mid September.
- In the case of an empty, partly refurbished or demolished property where no occupational lease exists, the property owner will be entitled to vote.
- Each ratepayer entitled to vote will have one vote in respect to each property (heraditament). This means that some businesses will have more than one vote.
- For the BID to proceed, two conditions must be met:
 1. More than 50% of businesses who vote must vote in favour of the BID Proposal.
 2. The 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- **Ballot papers will be dispatched on Monday 26th September 2011 and must be completed and returned by 5.00pm on Thursday 27th October 2011.**





When will the BID commence and how long will it operate?

- The BID's first term will commence on 1st January 2012 and end on 31st December 2016.
- Before this end date, the BID Company may choose to seek renewal of the BID for a further period subject to further consultation with businesses and securing a new mandate via a Renewal Ballot.

Can these BID arrangements be altered?

- The BID area and BID levy (other than inflationary increases) can only be altered via an Alteration or Renewal ballot.
- BID projects, costs and timescales can be altered subject to approval by the BID Company's Board providing they fall within the resources available to the BID.



Vote YES!
for a better future





**visit
northfield**
.co.uk

To find out more, please contact

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