


3.4m
Annual Footfall


650
Parking Spaces


373k Catchment
Population
within a 15 minute drive time

**A district centre entering
it's next chapter**



**BRAND NEW LIDL
DEVELOPMENT
COMING SOON**



**BENEFITING FROM MAJOR INVESTMENT
AND FAÇADE IMPROVEMENTS**



M NORTHFIELD SHOPPING CENTRE

///boxer.pint.played

Bristol Road South
Birmingham
B31 2JU

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part of IM Core
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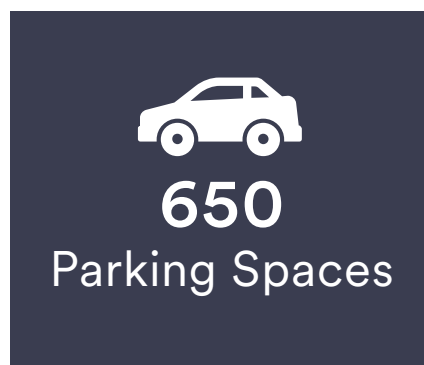
Northfield Shopping Centre is the principal retail destination serving Northfield and the surrounding South Birmingham communities.

Located prominently on Bristol Road South (A38), the centre sits at the heart of the town centre and plays a vital role in meeting the area's everyday shopping needs.

The scheme provides a covered shopping environment supported by substantial car parking with over 650 spaces, serving both the centre and the wider high street. It supports a broad mix of convenience, value and service-led occupiers, reflecting the needs of its local catchment.

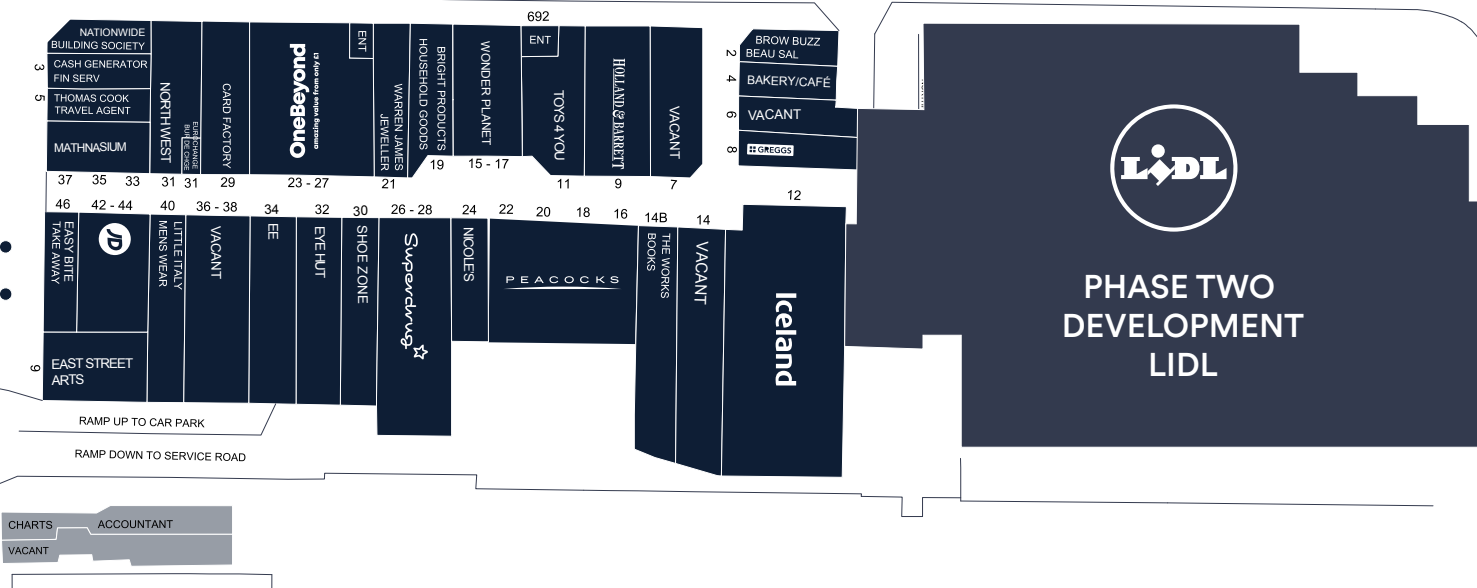
Supermarkets in the town include Aldi and Sainsbury's. These are located a 5 minute walk (0.3 miles) south west of the scheme at the junction of Bristol Road South/ Frankley Beeches Road and the A38.

Other nearby retail centres include the newly developed Longbridge town centre and the Selly Oak Shopping Park. Occupiers in Longbridge town centre include Marks & Spencer, Boots, Mountain Warehouse, Smyths Toystore, EE and Sainsbury's.



BRISTOL ROAD SOUTH

(BUSES ONLY)



Phase One of the Northfield Shopping Centre redevelopment forms the retained heart of the scheme, and will continue to operate as the town's primary shopping destination throughout and beyond the Phase Two redevelopment.

The retained centre provides:

- A covered, weather-protected shopping environment
- Strong pedestrian links to Church Road, Bristol Road South and the wider town centre
- Direct access to town-centre car parking
- A mix of convenience, value and service-led occupiers aligned with local demand

Under committed ownership, the focus for Phase One is on maintaining a strong, functional town-centre core, supporting existing occupiers and ensuring the scheme continues to serve the daily needs of its catchment.

Phase One is positioned to directly benefit from increased footfall, visibility and activity generated by the adjacent Lidl foodstore development.



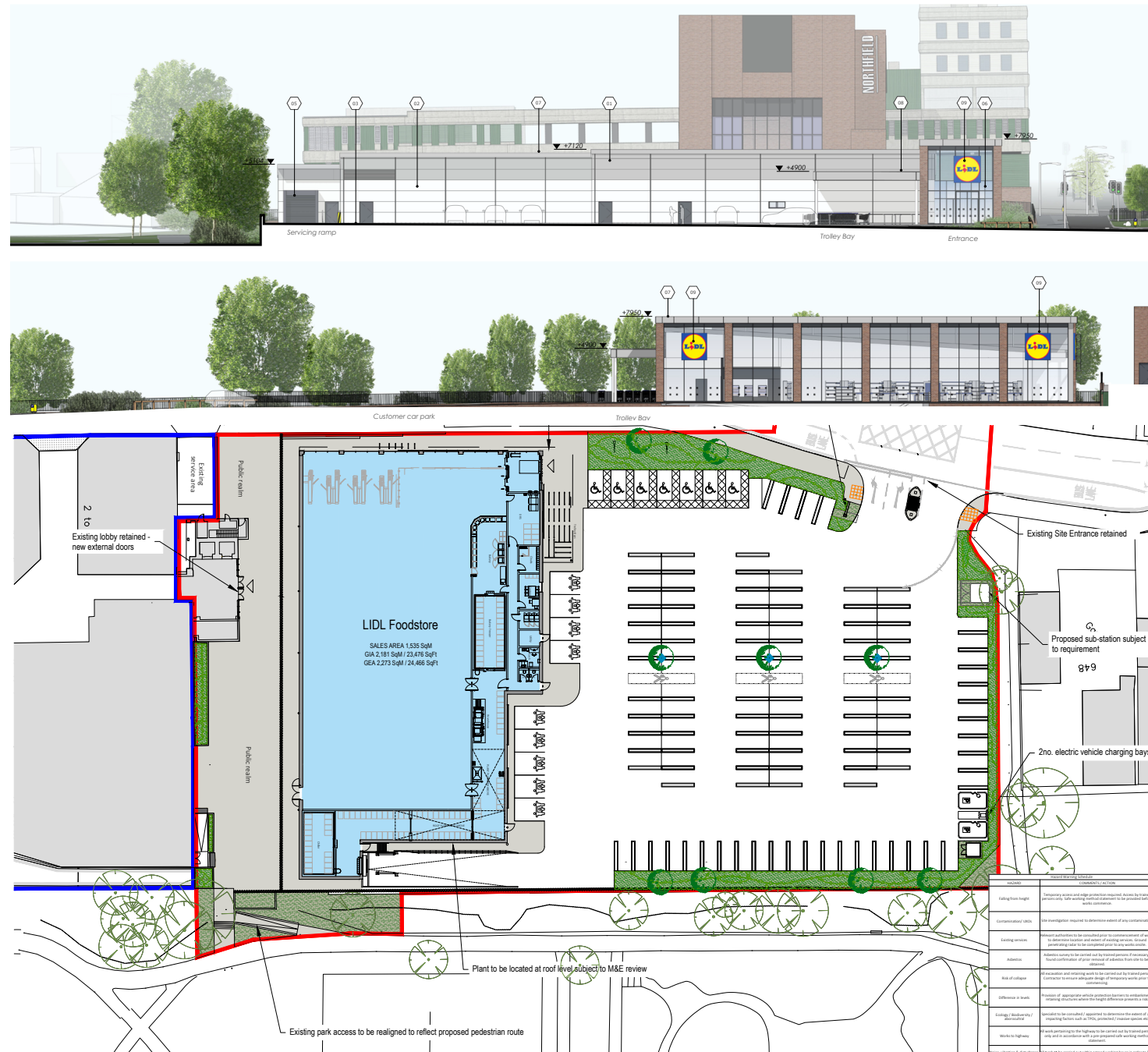
A defining element of Northfield's evolution is the approved redevelopment of Phase Two, which will feature Lidl creating a brand new anchor store on one side of the development.

The development includes the demolition of part of the existing shopping centre to enable the delivery of a modern Lidl foodstore, representing significant new investment into the heart of Northfield.

The Lidl development will introduce:

- A contemporary, convenience-led foodstore
- New public realm and landscaping
- Enhanced pedestrian connections between the store, the retained centre and Victoria Common
- Dedicated customer parking, cycle facilities and EV charging

As a high-frequency convenience anchor, Lidl will drive regular, repeat visits, reinforcing Northfield's role as a destination for everyday shopping and supporting linked trips across the retained shopping centre and wider town centre.



Location

Northfield Shopping Centre occupies a prominent position on Bristol Road South (A38), at the heart of Northfield town centre. The scheme benefits from strong visibility, excellent accessibility and a well-established role serving the surrounding residential communities of South Birmingham.



Northfield is conveniently located just south of Birmingham city centre, with direct access via the A38 and A441. The town is also easily reached from the south through Junction 4 of the M5 motorway, and from the west via Junction 2 of the M42 motorway.



Rail services, operated by London Midland, provide regular direct connections from Northfield to Birmingham New Street in around 18 minutes. From Birmingham, frequent direct services run to London Euston (from 1 hour 13 minutes), Manchester Piccadilly (from 1 hour 28 minutes), Nottingham railway station (from 1 hour 9 minutes) and Leicester railway station (from 1 hour 50 minutes).



Bus services, operated by National Express West Midlands, connect Northfield with Birmingham city centre and surrounding areas, including Longbridge, Bournville and Kings Norton.



Birmingham Airport is situated approximately 13.5 miles (22 km) north-east of Northfield. It can be reached in around 24 minutes by car via the M42, or by train from Birmingham city centre, with a journey time of just 9 minutes from Birmingham New Street.



ALL ENQUIRIES:

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