

Northampton TOWN CENTRE BID

For the businesses by the businesses

BID RENEWAL NEWSLETTER

ISSUE 1



We would welcome your views

You may already be aware that we are beginning the process of renewing the Business Plan for the Northampton Business Improvement District for a third term. A BID can only last five years and this one ends in December 2020.

Over the last nine years we have achieved a lot together, but in these uncertain times we need to ensure that we create a new business plan which will be fit for purpose for the next five years, allowing us to build upon what we have already achieved and ensure that our businesses can take advantage of the new opportunities which are emerging in Northampton.

In order to develop the new business plan we need your thoughts, ideas and aims for the future. Invitations will be issued to you all to the first series of workshops to be held in the new year where we welcome you to discuss our current challenges and opportunities. We are also circulating a survey form so that we can understand your views on the different projects which have been

undertaken and identify those issues which you consider are important to your business in the future.

I would be very grateful if you could spend a few moments in completing the survey and giving us a call to let us know when we can collect it. We also aim to contact a significant number of you from across the town centre to meet up and discuss your thoughts personally. Your input is vital in identifying priorities for the future and shaping the new business plan. I appreciate your help and if you would like to arrange for someone to come and see you to discuss your ideas in more detail, please do not hesitate to contact the Northampton BID Manager, **Mark Mullen** on **01604 837766** or email **mark@northamptonbid.co.uk**

Co-Chairs of Northampton
Town Centre BID Ltd



Brendan Bruder – Abbey Ross
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Your BID – For the Businesses by the Businesses



Why we need to work together in uncertain times

- Changing consumer habits and a move towards 'convenience' and leisure choices.
- The relationship between traditional bricks and mortar stores and online retail.
- Ensuring the right mix of independents and corporate businesses.
- Increasing importance of lifestyle and providing a great experience in Northampton town centre.
- The potential impact of 'Brexit' on the local and national economy.
- The continued increase in residential accommodation in and around the town centre.

Surveys, Events and Workshops

All Northampton town centre BID businesses and/or liable account holders will receive a survey form through the post or will have the opportunity to complete one online or with a member of the BID project team.

Besides the surveys and one-to-one interviews, there will be a number of ways of getting involved in shaping the new BID Proposal and Business Plan including various events and workshops with more details coming out in the new year.

The survey form is designed to enable businesses to provide

feedback on Northampton town centre, current BID activities and what you would like to see over the next five years. The responses you provide will help shape the Business Plan which goes to ballot later next year.

If you would like any information or would prefer to complete the survey with assistance from a member of our team, then please do not hesitate to contact the Northampton BID Manager, **Mark Mullen** on **01604 837766** or email **mark@northamptonbid.co.uk**

Countdown to ballot and ways you can help

DECEMBER 2019 TO MAY 2020

- Business visits and capturing thoughts, views and ideas.
- Surveys from businesses to gauge the relative importance of different thoughts and ideas for the future.
- Workshops for businesses to discuss different topics and identify new projects.
- Contact colleagues in head offices of national businesses to ensure they are aware and can contribute their thoughts to the BID plan.
- Discussion with Northampton Borough and Northamptonshire County Councils and the Police to agree service levels and explore opportunities for additional services to address any issues.

MAY TO JULY 2020

- Analysis of business feedback from visits, workshops and surveys.
- Steering Group to consider feedback and finalise the BID plan for January 2021– December 2025.

JULY TO SEPTEMBER 2020

- Launch event for new Business plan.
- Business plans to be mailed out to businesses.
- Preparation of ballot by Council's Electoral Services.
- National businesses to provide contact names and addresses for best person to receive the ballot paper.

OCTOBER 2020

- Ballot papers to be mailed out to businesses – businesses to vote and return their paper.
- Ballot papers to be received.
- Result of ballot announced.

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