

Northampton

TOWN CENTRE BID

For the businesses by the businesses

JULY 2019



Meet the BID team

BID Operations Manager
Mark Mullen, Host and Project
Support Executive Kimberley
Herbert and Host Bailey Earl.

If you would like to meet one of
the BID team just call or email
and we will pop in and see you.

Mystery Shopping Award Ceremony

Our awards ceremony will take place
on **Thursday, 26th September 2019,**
5.45pm-7.30pm at **Borjia,**
Castilian Street.

We are seeking both a Drinks Reception
Sponsor (£420), and Buffet Sponsor
(around £255). If you are interested,
please get in touch.

We have over 70 businesses signed
up to take part, so if you are involved
make sure you attend the awards
evening. As well as being a great
evening out with friends and colleagues
this is also a unique opportunity to
boost the profile of your business.

- Certificates will be presented.
- A professional photographer will capture your award win. These photos will be used by the BID, in the local press & on our social media channels and you will be able to have these photos for your own websites and social media.
- All winners will be listed in our awards press release.
- Our social media campaign will commence at the ceremony and run for several weeks after – focusing on those businesses that attend our awards night.



Northampton Forward

**Northampton's application
for a £25 million Government
grant to transform the town
centre has progressed to a
second stage.**

The Government has announced
that Northampton has been
shortlisted to submit a detailed
bid for support from its Future
High Streets Fund.

Northampton Forward, a
collection of town leaders
including Northampton town
centre BID, submitted an
expression of interest to the
Ministry of Housing, Communities
and Local Government in March.
Ours was one of 300 submissions
from across the country – **we'll
keep you posted.**

Northampton Memories



Help us celebrate the town centre's history and heritage and sign up for 'Northampton Memories'. We will be working in collaboration with Northamptonshire Central library.

Register your interest with us and the BID will provide you with a vinyl A4 frame for your window which you can then fill with old photos, clippings, receipts and memorabilia.

Alternatively, we can help source old photos for your frame – just let us know.

Frames will be hand delivered to businesses on or around August 24th and Northampton Memories will run until 14th September (to coincide with the National Heritage weekends) with shoppers and visitors encouraged to explore the town centre and enjoy the range of Northampton Memories.

The BID will also run a social media campaign featuring participating businesses and encouraging the public and all businesses to get involved by sharing town centre memories and photos. **#CelebrateNorthampton**
#NorthamptonMemories

Thank you to all those who have already signed up. As we went to print these included: Abington FX, Bang and Olufsen, Café Track, 78 Derngate, Electromist, Matchbox Café, Martin's, Montague Jeffery, Northampton Health Store, Scope, The Salvation Army (Gold Street), The Hub of Northampton, Voni Blu, Watts Furnishers, The Wedgwood.



Our Annual General Meeting

Thursday 26th September, 4.30pm-5.30pm at The Platform, George Row, Northampton. All members of the BID who are fully paid up levy payers are welcome to attend the AGM.

Kevin Langley Economic Growth and Regeneration Manager at Northampton Borough Council will be doing a short presentation about Northampton Forward, there will be an overview of the BID accounts and the voting in of new Board Directors.

If you would like to become a BID member please download the membership form from our website or call us and we will send you a form. If you would like to become a BID Director, get in touch and we will meet with you to discuss.

Win a
£20
gift voucher

Street Circus



Our Street Circus is coming to the Market Square on Saturday, 7th September 11am-4pm. This free family event, brought to you by Northampton BID, is packed with acrobatics, stunts, stilt walkers and so much more.

The BID is promoting this event in media, online, across social media channels, to schools, families and more - so expect a huge surge in visitors.

This year we are launching a **CIRCUS** themed Fancy Dress competition (no age restriction!). Those dressing up are asked to pop along to the Street Circus, pop into our BID branded gazebo (next to the Market Square fountain) between 11am-3pm – photos will be taken and winners will be announced on the day at 3.30pm.

There will be three winners, each winning a £20 gift voucher. Thank you to The Entertainer toy shop for donating one.

Fancy dress
prizes – 3 x £20
gift vouchers.





Shoe sculptures in development

Giant shoe sculptures are now being created and will be located throughout the town centre. This is a Borough Council project, with the BID supporting it and funding sculpture plaques. The first two are due at the end of July, with more coming later in the year.

New car parking charges now in operation

As many of you will already know new car parking charges came into effect on 1st July.

The original proposals by the council were widely criticised by traders and shoppers and the BID played an instrumental role in challenging these.

Businesses felt while having two hours free parking was a positive, it was misleading as anyone staying a minute longer, up to three hours, was charged £2.40. Businesses told the council that customers regularly stopped shopping to rush off and get the free parking and avoid the huge hike in price for anything over two hours.

So, the BID suggested a simpler charging structure of £1 per hour, which the council adopted. Do keep us posted on your views.



Shoe Plants

Flowering shoes that first cropped up in Northampton town centre two years ago are back and coming into full bloom.

The St Giles Terrace in Bloom group, supported by the BID and other stakeholders including Northampton Borough Council, have launched a fantastic shoe plant trail - this year extending beyond the Cultural Quarter and throughout the town centre.



Improving the look of vacant units

Nationwide window vinyl – the BID are pleased to have been able to help improve the look of this vacant unit, currently being marketed by Chowns. We have taken this opportunity to promote Shoe Plants and the forthcoming Shoe Sculptures as part of our Shoe Heritage project.



Heritage Trail

In August the Borough Council is running, in partnership with the Looking Glass theatre, an interactive Heritage Treasure Quest that will see teams explore the town centre and compete to find clues from buildings, statues and businesses in the fastest time.

This is designed to bring extra visitors into the town centre, so the BID is supporting the event by asking businesses to donate prizes for the winning teams.

Abington Street's A-Plan Insurance has already donated a children's ride on car and other prizes have been pledged by Finn and Co, 78 Derngate, Naked Hair & Beauty and Pizza Express.

The BID will promote all the businesses that get involved, to maximise your PR and thank you for your support.



Get in touch by contacting us Northampton Town Centre Ltd

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