



**The BID launched a fantastic new town centre promotional campaign called 'Discover Northampton' this summer. Many thanks to those that came along to the evening event, for those of you that could not make it here is a little more information so that you can get involved in the coming weeks and months...**

Yvonne Spence, BID director & campaign manager said, "Discover Northampton will promote Northampton town centre as an interesting, vibrant and desirable destination in which to shop, dine and relax. We must pull together as businesses, communicating to consumers exactly what the town has to offer. Our aim is to make the public aware that by supporting their local businesses; their town centre will offer a richer variety and quality of goods and services."

At the launch event 'Discover Each Other', businesses were invited to meet and find out more about their neighbours. In an informal setting, businesses were asked to 'buddy' with complementary businesses to actively promote each other to their customer base through recommendation.

This September, a new street guide called 'Discovering the Difference' will promote businesses across the town. In addition to a detailed map, there will be a series of themed leaflets to highlight what Northampton has to offer within the BID area. The leaflets will make it easy for consumers to find what they want and will cover:

- Fashion and beauty
- Eating out
- Socialising and entertainment
- Professional services
- Individual and interesting

Also in September, in co-operation with local art groups, BID businesses will join with and support the works of local artists and photographers in a town wide exhibition called 'Discovering the Beauty'. The 'Discovery Trail' will highlight their works in window displays in local businesses throughout the town centre BID area. This project hopes to create significant awareness and interest for both local artists and the town centre as a whole.

## Get Involved Now!

On Monday 1st October, 'Northampton Discovered' will form the concluding part of the promotional campaign. A one-day extravaganza at the Royal & Derngate will bring together all the elements of the campaign in an

interesting, informative and visual exhibition.

You can be a part of the day by exhibiting for **FREE**. You will be in good company so contact us today to ensure your exhibition space as time is limited! Contact Laura on 07870 702643 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) to find out more.

Stephen Chown, Chair of Northampton BID said, "We aim to give businesses the opportunity to exhibit on the concourse of the theatre for the public to come and other businesses to discover them. That evening our team will present a fashion and beauty show, capturing the energy and vitality that lies within our town to both existing and new clientele."

Tickets are on sale now priced at £5 from the Royal & Derngate box office telephone number 01604 628411.

## LOYALTY CARD

Northampton Town Centre BID will re-launch **My Loyalty Card** in association with **Love Northampton** this autumn. Last year the BID trialled **My Loyalty Card** in the town centre. Due to the success of the loyalty card in seven further towns, the BID has agreed to sponsor 15,000 cards to encourage shopper loyalty in town.



The card has been re-branded as a Privilege Card and will incorporate the Love Northampton logo. The new Privilege card will provide visitors with hundreds of different offers sponsored

by local businesses across the town. In the coming months the Privilege card creators, BID directors and town centre rangers will visit you in your premises to talk about the project and update visitor offers.

The BID will market and distribute the new Privilege card to potential customers, which will raise awareness of the fantastic offers available in the town centre. The new card can be used by individuals and families to encourage longer visiting times and greater spend.

To ensure your business is one of the first to benefit, please contact the My Loyalty Card team by email [admin@my-loyalty-card.com](mailto:admin@my-loyalty-card.com)

## YOUTH PROJECT

An important youth project took place on the Market Square on 1st September. Organised by our town centre PCSOs, the event focussed on preventing youth anti-social behaviours in the town centre by showing young people all the meaningful activities they can get involved in. The event was supported by the ARMY, ASDA, Prince's Trust, Fire Service and Dance Aid among others.

## LOVE NORTHAMPTON

Do not forget to promote your products and services free of charge on the Love Northampton website! Take a look and submit information at: [www.lovenorthampton.co.uk](http://www.lovenorthampton.co.uk)

## JOIN US

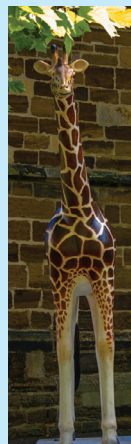


**We would like every business in Northampton town centre to get involved with the BID in any way they can. It is easy to become involved and it is not all about attending meetings!**

From promoting forthcoming events in the town to becoming a director, your help really counts. We would like to hear from estate agents, nightclubs, restaurants, cafes, newsagents and retailers from across the town centre. Contact Julie today on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) for further information.



# GO SAFARI



Go Safari Northampton is receiving very positive feedback. The Safari project organisers report that in addition to achieving media coverage for the town, social media platforms such as Facebook and Twitter have been used by the public to upload and share Safari animal photographs and film footage.

Starlight, Battle Cat and the three giraffes are proving very popular and the Go Team GB lion is enjoying a lot of attention following our Olympic success. Here are just a few comments from recent visitors to our town:

*"Wow - great to have some lovely colourful animals in the town centre again! Well done Safari Northampton team!"*

*"Wildlife spotted today in the Grosvenor Centre, Northampton. Great artwork, all you talented children!"*

*"Had a lovely day safari-ing on Saturday."*

The Go Safari team will be holding an auction on 19th September where they hope to raise much-needed funds for the Macmillan Haematology Suite Appeal at Northampton General Hospital, Warwickshire and Northamptonshire Air Ambulance, the Born Free Foundation and Northampton based young people's charity the Lowdown. Each charity will benefit from the auction of one of the BID animal sculptures.



Photo: Dave Ikin

## MUSIC FESTIVAL INCREASES FOOTFALL

The Northampton Music Festival held on Sunday 5th August attracted twice as many visitors to the town centre when compared with this time last year. Footfall figures for Abington Street and the Market Square show that 19,940

people were counted last year compared to 32,234 people this year. The BID sponsored the festival again this year to ensure that the event, now in its 7th year, continues to grow and attract visitors to the area.

## SKATE PARK LAUNCH

Northampton Radlands Plaza enjoyed a hugely successful launch in Northampton town centre in July. The skate park has been funded by the borough council, and is free to use. Skateboarders, roller bladers and stunt scooters have been making the most of the new facility this summer. Northampton Town Centre BID has contributed towards lighting costs at the newly opened site on Midsummer Meadow, Bedford road. The vital lighting will be installed this autumn.

BID Chairman, Stephen Chown said, "As well as providing a top-class facility for skate boarding, BMXing and skating, I am sure the new skate park will host events bringing people and business to the town which would otherwise go elsewhere. Skate boarding is not always compatible with pedestrian areas in the town centre and the skate park will help to reduce the conflict that has occasionally occurred in these areas."



## PCSOs & TOWN CENTRE RANGERS

**Northampton BID now sponsors a town centre Police Community Support Officer (PCSO) and two Town Centre Rangers ... Let us meet them.**

### What do PCSOs do?

PCSOs support police officers to patrol targeted areas providing a visible uniformed presence. Working with local partners, PCSOs address anti-social behaviour, environment issues and any other factor that affect the quality of people's lives. You can report vandalism or suspicious activity to a PCSO for example.

### What powers do PCSOs have?

PCSOs are not police officers but they do have the following powers:

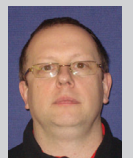
- Ability to issue fixed penalty notices (e.g. litter, dog fouling)
- Power to confiscate alcohol and tobacco
- Power to demand name and address of an individual acting in an anti-social manner
- Power of entry to save life or prevent damage
- Ability to remove abandoned vehicles

**Your PCSOs are Kevin Halfpenny and Naomi Burkart**



### What do Town Centre Rangers do?

Town centre rangers act as ambassadors for the town. They patrol the town centre and represent Northampton BID, giving advice and reassurance to members of the public. Rangers support businesses by providing information and they also work for the Northampton Retail Crime Initiative (NRCI) to support retail stores with shoplifting issues.



Phil Drage and Shawn Nickels can regularly be seen around the town centre, their patrols also cover

other areas including Weston Favell, Riverside and Sixfields.

### What have your PCSOs done in the last quarter?

- Dealt with street drinking and associated anti-social behaviour that included seizing 230 items of alcohol.
- Referred seven individuals to the anti-social behaviour unit so that interventions to manage them are put in place.
- Ran the Killing with Kindness campaign to raise awareness of begging issues. This multi-agency project aims to encouraging the public not to give to street beggars but to the charities that support those begging. PCSOs gave evidence to secure three convictions against a persistent beggar.
- Detained a shoplifter who had committed a £700 theft and conducted high visibility patrols in the store to prevent and deter.
- Traced and detained a male that exposed himself to females in the Drapery and secured witnesses. The male concerned has been charged and is due in court in September.
- A crime scene day ran at the central library engaging with young people to get them interested in how crime is investigated and how it affects victims. The Police in Gibraltar saw details of the project on Twitter and they are now sharing this work in their country.

■ A community awareness event was held in the Grosvenor centre. The event surveyed over 250 people to find out about their issues with the town centre. Crime prevention advice on purse and bag theft was delivered and purse alarms and bells were available.

■ Police story time continues in the library, which has proven popular with both young people and parents. Local people can meet their local PCSOs. Forthcoming event dates include 15 & 29th September, 20th October and 3rd November.

■ High visibility patrols particularly around St Giles Church Yard and St Katherine's Memorial Gardens have taken place due to an increase in street drinkers congregating.

■ Op Push looks at inconsiderate cycling in the town, ten cyclists have been dealt with.

## HIGH STREET REVIEW

Our roving reporter asked three established businesses their views on Northampton's high street. Businesses were asked if they had seen changes in their customer base, what improvements they would like to see on our high street and why customers should visit them.



**David Ward & Paul Clarke, Borjia, Castilian Street**

We opened on 7th December last year. Our target customer base is growing. Although it would be more profitable to open only Thursday, Friday and Saturday evenings, we have made a commitment to the town and to our customers to open through the week. Our afternoon tea is proving very popular – some have commented we rival the well-known London hotels! Our lunch and tapas menus can also be enjoyed from lunchtime into the evening.

Less empty units would be an improvement in our town. Parking in the heart of town allowing more than a one-hour stay is very limited. The multi-storey car parks that provide long-stay options are often too far from the main shopping areas for visitors that require convenience. Parking meters should run to GMT as visitors can be caught out with a minor difference. Finally, business rates could be reduced to help new and established businesses alike in these difficult times.

We have very high standards at Borjia. Customers can enjoy relaxing lunches, delicious afternoon teas and tapas in chic surroundings into the evening. Our venue can be hired for private functions or parties. By night, customers enjoy a contemporary buzzing atmosphere in sumptuous surroundings, state of the art sound system and wonderful cocktails, wines and Champagne all served by skilled staff. We are open until 3am Thursday – Saturday. Our team is driven to make the visitor experience perfect every time.



**Ibrohim Tunc, Euro Express, Abington Street**

We started in business two years ago and our customer base has grown steadily in that time. Our product range has developed in response to customer requirements. We are a family run business and have become part of the local community – something we are very proud of.

A major concern for our business and our customers is antisocial behaviour. We sell alcohol in store, people can loiter outside the premises often already drunk, encouraging passersby



**Sarah Partington, Dychurch Lifestyle, St Giles Street**

Our customer base has grown well, particularly since we moved from our previous location to St Giles Street, as footfall is better. The brands we sell please our customers and keep them coming back. Our new premises are smaller so we have decided not to stock interior items in store. We plan to open another unit in future to ensure we continue to deliver what our customers require.

Greater promotion of St Giles Street and less discount shops would be very helpful in town. St Giles Street is home to some wonderful independent retailers; they could be better supported if new quality retail businesses were enticed into units currently inappropriately used. These changes would enable the area to become a real shopping destination. Further development of our market square to include farmers markets would be a great move and a sensible planning decision regarding the usage of the old Church's China store would be a relief for retailers.

At Dychurch Lifestyle, we stock brands and styles that others locally do not. We are one of the only independent shoe stores left in town and we sell Northampton brands – something we are so delighted about. Our staff offer the highest levels of customer service and we really do offer a unique shopping experience. Our product range is available online but we have made a conscious decision to commit to our town centre store and our customers. We believe the tide is turning and that shoppers do still want a real shopping experience on our high street.

to purchase alcohol on their behalf. This is something that we feel strongly should stop as we are one of the first retailers on Abington Street and want to create a good impression. Rates are also incredibly high; any decrease would make a huge difference to every retailer in the town centre.

At Euro Express, we provide a large range of products. We source new products if our customers require certain items. We offer good friendly customer service and we are open long hours, from 7.30am right through to 9pm, seven days a week in order to compete with surrounding supermarkets. We are well located near St Michael's car park ensuring our customers can also benefit from free one hour parking.

## BUSINESS FOCUS INTERVIEW

**This month we chatted with Pete Dobson, Store Manager at Marks and Spencer.**

**Tell us a little about your business background...**

My career with Marks & Spencer began eight years ago. After graduating, I took a temporary position in store operations. Learning on the job has been invaluable. To date I have worked in stores around the country including Doncaster, Sheffield and Nottingham where I was a commercial manager. Joining Northampton M&S recently as store manager is a fantastic opportunity. We have a great team, superb location and look forward to rolling out groundbreaking projects in store to make life even easier for our customers.

**As a manager at M&S what are your main responsibilities?**

Delivery of the company business plan, driving sales, budget management improving our service and the customer experience are crucial as store manager. I also have responsibility for health and safety and developing our people.

**What do you know about the Northampton town centre BID?**

At my previous store in Nottingham, we were aware of a BID structure in the city. I understand that BIDs should increase footfall to town and city centres, they should deliver large-scale events to pull people in to shop. Dealing with car parking constraints on behalf of retailers is so important in ensuring that visitors have every reason to support their local town centre. I look forward to getting involved with Northampton's BID soon.

**What worked well for the Nottingham BID?**

The Nottingham beach on the square project worked well, as did the Continental markets – both events increased visitor footfall in the city centre.

**What parts of Northampton are you looking forward to exploring?**

My first day in town happened to be the same day the Olympic torch arrived so I had researched the torch route in readiness. In addition to the town centre, I want to see the surrounding villages and retail centres.

**What are the challenges facing the high street today?**

Lack of footfall. With the increasing cost of fuel, travel generally and parking charges,

retail parks pose a very real threat. Shoppers want convenience, which leads to the other major threat in the form of ever-growing supermarket product ranges.

**What is your vision for M&S Northampton?**

We want to increase our product offering in store for our customers. Northampton is one of only 25 stores nationally that has been chosen to trial an exciting new project. We have such a large product range that we cannot hold every item in every store. This autumn, our customer services teams, armed with iPads, will be able to offer customers on the spot online ordering of items not in store. This will ensure that customers always get what they need when visiting our Northampton branch. In addition, we are investing in product knowledge training for staff in our clothing departments.

**In your view, what should the Northampton BID prioritise?**

Car parking. Free parking on Sundays is a start but as the quietest trading day, free parking should be extended to entice shoppers away from retail parks all through the week. The major item on every retailer's agenda right now is Christmas trading. After a difficult summer for everyone, a proactive and joined-up approach is needed to promote Northampton town centre this Christmas – there should be clear and consistent communications about retail trading times.

**How do you think M&S can work with the town centre BID?**

As one of the largest retailers in the town centre, Marks & Spencer is a major draw for visitors. I am keen to get to know more about the BID's plans and will assist if I can to make positive changes.

**What three words best describe you?**

Innovative, Agile, Determined





# NORTHAMPTON ALIVE!

**Northampton Alive has brought together many of the key players in our town to look at Northampton's bright future. As a prime location for business, home to a number of major global brands and one of the strongest local economies in the UK, a series of ambitious regeneration projects are already starting to take shape in Northampton town centre.**

**Northampton Alive** maps out how our town will attract investment, jobs and economic growth over the next decade and beyond. Northampton

**Waterside Enterprise Zone** is set to build on the global reputation of local firms to make our town the home of advanced technologies and high-performance engineering. Incentives are being offered to businesses setting up in the zone and we will see thousands of jobs and apprenticeships created.

**The University of Northampton** will soon start work on new halls of residence in the heart of the town centre, providing modern and

convenient accommodation to hundreds of students. Transport infrastructure will be transformed with funding agreed for a £20m redevelopment of Castle Station. Work is also set to begin on a new and modern £8m bus interchange.

**Project Angel** will see the creation of a major new office development. The University of Northampton Innovation Centre will offer accommodation and support for up to 55 small businesses. Over 20 hectares of land at Avon /

Nunn Mills will be transformed into prestigious waterside offices. **Carlsberg** has completed a £40m redevelopment of their UK headquarters; they are planning a further £20m new bottling facility within the Enterprise Zone.

**Find out more at:**  
[www.northampton.gov.uk/alive](http://www.northampton.gov.uk/alive).  
It is now even easier to join in and invest in Northampton as we launch [www.northamptonez.co.uk](http://www.northamptonez.co.uk) a one-stop shop for businesses, developers and investors looking to take advantage of all of the benefits of doing business in our town.



## MEET THE BID TEAM

**Stephen Chown** - (Chair)  
NTCL Chair & MD of Chown Commercial

**Neil Bartholomey** - (Deputy Chair)  
Chair of Northampton Pubwatch

**Perry Akhtar** -  
Kazper Restaurants Ltd T/A McDonalds

**Michael Brennan** -  
Northampton Retail Crime Initiative

**Brendan Bruder** -  
Abbey Ross Property Consultants

**Richard Clinton** -  
Northampton Theatres Trust

**Andrew Cruden** -  
Market Square News

**Cllr Tim Hadland** -  
Northampton Borough Council

**Alan Harland** -  
A K Harland, Project Development Consultants

**Nigel Hartland** -  
Aspers Group Ltd

Local business people for the benefit of all businesses in the BID area manage the BID. The following individuals represent the BID:

**Patricia Kempson** -  
Hewitsons LLP

**Cllr Jonathan Nunn** -  
Northampton Borough Council

**Jake Richardson** -  
The Richardson Group

**Susan Roberts** -  
The Mailcoach

**John Sheinman** -  
Sheinman Opticians

**Yvonne Spence** -  
Voni Blu

**Gavin Willis** -  
Gavin Willis Art Direction Ltd

**TOWN CENTRE RANGERS**  
**Phil Drage & Shawn Nickels**  
**BID SPONSORED PCSO**  
**Kevin Halfpenny**

Newly appointed BID director, **Perry Akhtar** said, "I was part of the team that set up the Wellingborough BID and we have seen dramatic changes in a short space of time. I want to share my experiences to make a positive impact in Northampton's development."

There are five BID working groups meeting on a monthly basis, these are Planning and Strategy, Finance and Administration, Implementation, Marketing and an Environment group. If you are interested in joining any of the groups please contact Julie on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) for further information.

## CHRISTMAS PLANS

Christmas 2012 planning is well under way and now is a good time to consider how you can make the most of this important trading time. Our town centre street scene is improving every year and this year's plans include:

- Light switch-on in the market square – Dickensian theme
- 30, 40 and 50ft Christmas trees in the town centre
- Increase in the number of small Christmas trees above business premises
- Love Northampton promoting the Christmas offer
- A 2012 Christmas voucher scheme
- Frost Fair on the market square
- Christmas entertainment in the town centre

## VALUE FOR MONEY

The BID has secured a great opportunity for BID levy payers to save money on waste contracts. Extremely competitive fees have been negotiated with two major service providers in the region of £9 per 1100 ltr. Individual waste management solutions can be sought depending on bin numbers and collection frequency. Please contact either of the providers for further details:

Vicki King: 07827 772556 or email [vicki.king@cawleys.co.uk](mailto:vicki.king@cawleys.co.uk)  
Sarah Newham: 07773 813571 or email [sarah.l.newham@shanks.co.uk](mailto:sarah.l.newham@shanks.co.uk)

## DATES FOR THE DIARY

Could you capitalise on these themes to increase your business?

- |  |             |                 |
|--|-------------|-----------------|
| ■ Northampton in Bloom.                      | Sept        |                 |
| ■ Heritage Weekend.                          | 6-9th Sept  | (Town Centre)   |
| ■ Street Fair.                               | 28-30th Oct | (Town Centre)   |
| ■ Winter Festival of Lights, Diwali Festival | 10th Nov    | (Town Centre)   |
| ■ Christmas Lights.                          | 22nd Nov    | (Market Square) |

### BID SUPPORT TEAM

**Derrick Simpson** -  
Town Centre Manager

**Julie Thorneycroft** -  
Bid Co-ordinator

## NORTHAMPTON IN BLOOM

Fifty-two brilliant businesses in the town have participated in Northampton in Bloom to improve our street scene. The BID has provided 275 floral baskets, which have further enhanced the borough council's civic planting scheme. Local companies have provided both the plants and maintenance.

Neil Bartholomey, Northampton Town Centre BID said, "Bloom is just one of the ways the BID has worked with businesses to encourage visitors to come to Northampton; we want to ensure everyone has a great experience while they are in town."

The East Midlands in Bloom judging process took place in July and the

Britain in Bloom judging took place in August. The town has performed extremely well in previous years so we are looking forward to the awards ceremony on 6th October!

**To find out more and express interest in taking part in our Christmas tree displays or next year's bloom campaign please email**  
[info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)  
**or call Julie on 01604 837766.**

