

DEDICATED FOLLOWERS OF FASHION DISCOVER THE LATEST CATWALK CREATIONS

On Monday 23rd September the BID's annual business exhibition and fashion show proved a huge success, with hundreds of people enjoying a fabulous evening at the Park Inn hotel to 'Discover' just what makes Northampton town centre so special.



DISCOVER
northampton

Around 350 people turned out for the 'Discover Northampton' event, which featured a **Free** business exhibition from some of our great town centre businesses. Promotions and displays showcasing the hundreds of products and services available, from wine tasting and food sampling to hair styling and beauty. Visitors of all ages appreciated the vibrant choice and variety on display, there really was something for everyone!

Guests were then invited in to the fashion show where the stage was set for a night of glitz and glamour on the catwalk. Upbeat music from Mark Dean of Inspiration FM and an inspirational introduction from John Griff of BBC Radio Northants created a real buzz in the room. 12 of the town's fantastic fashion retailers showcased their amazing autumn/winter collections to an enthralled crowd.

Guests left at the end of the evening bang on trend and feeling that they really had discovered Northampton!

Event organiser Mandie Smith said: "It was great to see the amount of people that turned up to support the town and its businesses and even better to see them leave, feeling the evening had been both an entertaining and valuable experience."

LIFE'S A BEACH AT THE MARKET SQUARE

A temporary beach which transformed Northampton's Market Square into a makeshift seaside resort for the summer holidays helped bring thousands of extra people into the town centre.

The beach helped bring a taste of sun and sand to the Market Square from August 13th to September 1st, with families flocking to make the most of the good weather, relax on a deckchair and enjoy the great outdoors.

A number of companies reported a boost in trade thanks to the rise in visitor numbers to the town.

"Every day the Market Square was full of families enjoying themselves"

Andrew Cruden, who runs the newsagents on the corner of Market Square, said: "Every day the Market Square was full of families enjoying themselves, even on the few days it was raining. It made the market look and feel vibrant again and certainly had a positive effect on my business."

A survey of visitors revealed that 84 per cent would return to the beach next year while 45 per cent said the beach was the primary reason they visited the town centre that day.



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AND CONTACT US

We are always keen to hear from our members and it's never been easier to get in touch with us. Please contact Julie or Jackie on telephone 01604 837766 or email info@northamptonbid.co.uk

 Follow us on twitter @NorthamptonBID or on facebook, www.facebook.com/NorthamptonBID

BID FUNDING SUPPORTS NEW BUSINESS SWITCH TO BIGGER STORE

A vintage shop which only launched three months ago has already opened the doors of its new larger premises, thanks to support from the BID.

Lillie Vanillie only set up at its first base in Gold Street Mews earlier this year but business has been so brisk they have now moved into much larger premises in Gold Street itself.

The new four-storey building, which opened on Saturday, September 28th, features the work of up to 50 local designers, artists and manufacturers, while a tea room on the ground floor provides refreshments for thirsty shoppers.

Heather Brown, who helps run the business, said: "It's gone viral and people seem to be loving it. The rise has been immense and the new place is huge, it's like a Tardis and gives us so much more room to trade.

"With the station being rebuilt, Gold Street is going to be the main road into

town for a lot of people and it's a chance for it to reinvent itself."

The move has been made easier with significant funding from the Business Improvement District's 'Inspired Northampton' project, set up to encourage start-ups to open in the town centre.

BID director Alan Harland said: "We are delighted to have been able to help Lillie Vanillie and very much look forward to seeing the continuing success story of a local business that has grown very quickly on the back of a lot of hard work.

"We want to encourage more start-ups to set up shop in Northampton and really make the town centre a vibrant, interesting and rewarding place to shop. Lillie Vanillie is a wonderful addition to Gold Street and we are more than



happy to have been able to play a small part in their rapid rise."

Lillie Vanillie features a dedicated clothing room, featuring a 'Narnia'-style wardrobe and a woodland-themed changing room, while workshops will also be held on subjects such as sewing and embroidery.

The BID funding has helped with the initial rent and start-up costs to aid the transition into larger premises.

Heather added: "The BID team has been incredibly helpful and it's good to see they're really keen to help improve Northampton and get it back up and running."

BLOOMING GREAT EFFORT TO SPRUCE UP THE TOWN

This year's floral displays have been hailed as some of the best ever, with judges impressed by the floral containers across the town centre.

The pop-up allotment in the Market Square earned special praise and proved to be a popular attraction for visitors to the town. We have received a number of positive comments praising the team for the hard work which went into making this year's Bloom campaign such a success.

The BID provided a total of 210 hanging baskets, 120 barrier baskets and 12 floral containers. Thank you to all 70 businesses for their support. We were runners-up in the 'Best City' category of East Midlands in Bloom while International Bloom results will be announced in October.



CHRISTMAS IS COMING!

Whisper it quietly but it won't be long until thoughts start turning to Christmas and we're determined to transform Northampton town centre into a winter wonderland.

We have 180 Christmas trees and a variety of lights on order to make the town sparkle. If you would like a wall mounted Christmas tree to display at your business premises please contact us on 01604 837766 or email info@northamptonbid.co.uk for further information.

We're working hard to finalise plans on a Christmas promotion aimed at encouraging people to shop in Northampton this festive period and more details will be announced in due course.

Date for your Diary
Christmas Light switch-on
Thursday 21st November 2013

RANGERS IDENTIFY TARGETS

The town centre rangers, funded by the BID in partnership with the NRCI, continue to have a positive impact on Northampton. The rangers role includes supporting businesses, helping visitors in the town centre and dealing with any issues in and around the town.

They support the police and borough council by working in partnership to deter anti-social behaviour. The rangers regularly keep local businesses informed and updated of the current events and activities happening in the town centre.



If you have any questions or issues, please contact our rangers on:
Office Telephone 01604 629181

Shawn Nickels 07867 901947 shawn@retailcrime.org
Phil Drage 07867 901946 phil.drage@retailcrime.org

GET IN SHAPE WITH THE BODY FAT CHALLENGE



Derngate Gym is offering people the chance to get fit for Christmas with a five week course including 10 personal training sessions. The Body Fat Challenge costs £80 and includes one-to-one diet and nutrition advice, full use of the gym and a food diary.

For more details call 01604 639248.

FREE PARKING TRIAL HAILED A SUCCESS

The free parking trial introduced throughout August by Northampton Borough Council, and supported by the BID, was a success, with an estimated 21 per cent increase in the number of people coming into town to take advantage of the scheme.

The Council will be looking at the success of the scheme as part of their 2014/15 Budget programme.



COCKTAIL BAR STARS ON BBC'S FOOD AND DRINK PROGRAMME

One of the town centre's newest arrivals has enjoyed a rapid rise to stardom, with Haycock & Tailbar Associates chosen to feature on the BBC's Food and Drink show.

The cocktail and supper lounge in Derngate, will star alongside renowned flavourist Danny Hodrien, owner of Moulton Park-based F&F Projects, to create drinks illustrating how similar molecules can bring together the most unlikely ingredients to create great tastes.

Owner Sam Dale said: "It's a great opportunity to work with Danny, whose expertise is in great demand from the likes of Heston Blumenthal and companies across the globe."

MUSIC FESTIVAL HITS THE RIGHT NOTE

Now in its seventh year, the 2013 Northampton Music Festival incorporated four stages in the town centre and seven additional partner venues. The event was funded by the BID in partnership with Northampton Borough Council, plus direct sponsorship from private companies.

Over 50 Northamptonshire acts were given a platform to perform over festival weekend, prompting a boost in revenue and footfall for the town centre. Festival Sunday saw a major increase in town centre footfall, with 47,000 people visiting the town centre, compared to an average of 26,000 in the three previous weeks.



LOVE NORTHAMPTON

Please promote your products and services free of charge on the Love Northampton website, take a look and submit information at www.lovenorthampton.co.uk

For more details on promoting your business please contact Julie Thorneycroft, BID coordinator email info@northamptonbid.co.uk



NORTHAMPTON IS 'ALIVE'

Northampton's town centre is currently going through a period of rapid change with the Northampton Alive project, the new bus and train station, the student accommodation and there are more changes in the pipeline for the future. The recent Town Centre Summit gave key stakeholders a chance to reflect on where we are now and how we would like to see our town develop. Our chair Sue Roberts was part of the summit. Here's her views on how it went.

"I was very pleased to be asked to take part in the Town Centre Summit. It is reassuring to know that the people responsible for making changes in the Town Centre over the coming years are asking the business community for their views and concerns, on where we are now and the direction we would like to see our town taking.

The Summit took place on September 20th and was chaired by Stephen Church, a well-known retailer with many years experience trading in the town. Lots of different groups from the town's day and night time economy were able to address the review panel - which included myself - and shared with us their thoughts on Northampton.

It was a hugely encouraging event and the tone was overwhelmingly positive. Many of us share similar concerns such as parking, cleanliness and access to the town centre whilst the current development works are taking place.

The afternoon session allowed us to get together and discuss ways that these issues could be addressed. There were also some very interesting ideas for the future and I look forward to seeing how many of them come to fruition.

It was wonderful to see so many members of our business community at the summit, taking time out from their busy days. The numbers present proved just how passionate they are about our town centre. We heard from everyone from market traders and shop staff to estate agents and legal firms, it was a real range of opinions and certainly made for some lively, engaging and entertaining debate. We gathered plenty of suggestions and ideas on how to take the town forward and these will now be included in Stephen Church's report, which will be presented to the leader of Northampton Borough Council, David Mackintosh, in a couple of months time.

PEPPERTREES WINS AWARD

Congratulations are in order for much-loved town centre gift shop Peppertrees, which has landed a national award in recognition of its display and layout.



The store, based in The Ridings, won the Best Retail Display category in 'The Greats' - an awards ceremony held at The Savoy and organised by Progressive Gifts and Home magazine.

Peppertrees director Annie Rockley said: "We were absolutely delighted to win this award, retail is going through a very challenging time and this was a little boost in the arm. It was great to know that our efforts have been rewarded."

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