

Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business Improvement District

Autumn 2016 Issue

Just some of the things that your Business Improvement District (BID) levy has been spent on this summer....

A successful Summer

Welcome to the Autumn edition of your Northampton Town Centre Business Improvement District (BID) newsletter.

We have had a very busy summer of activities in Northampton town centre, with the Northampton Music Festival, Discover Northampton Town Centre Artists Trail, and lots of live street entertainment, all helping to encourage thousands of additional visitors into the town centre.

Read on to learn more about how our events and initiatives brought extra footfall to Northampton town centre this summer – and how our future plans could help support your business.



BID seeks wealthy customers for town centre businesses!

The Northampton Town Centre BID has received the results of the latest survey from Retail Strategy Group CACI. They show that although the proportion of wealthy people living around the town is more than average for towns or city centres in the Midlands or even the UK, it does not have the retail and leisure brands in the town centre to attract them.

Using this information the BID has devised a retail plan which it has discussed with Northampton Borough Council with the aim of attracting the new brand names and businesses to take advantage of this opportunity.

"We have some great quality independent retailers in Northampton town centre," said Brendan Bruder, Director of the BID and co-owner and MD of Abbeyross Chartered Surveyors, "but we need to do more to build the awareness of the opportunities for the premium brands."



The BID is working closely with Northampton Borough Council to ensure that there is a coordinated approach to delivering this exciting retail plan.

Your BID
For the Businesses by the Businesses

www.northamptonBID.co.uk

An 'event' full summer

Northampton Music Festival

(18th and 19th June 2016)

The BID is the lead sponsor of the Northampton Music Festival. This year the festival was even bigger and better, with 13,000 visitors coming into the town centre on the Sunday – nearly 5,000 more than in 2015. The BID provided plenty of support in the run-up to the Festival, designing and placing advertorials in local papers, promoting the Festival in our summer magazine, installing a window vinyl, funding the printing of programmes and running a major social media and press campaign.



We helped keep the Festival running smoothly too, by providing flags, bollard covers and A-boards, organising a photographer and the BID hosts were present throughout the weekend to support visitors and businesses.

Discover Northampton Town Centre Artists Trail

45 businesses took part in our Discover Northampton Town Centre Artists Trail, hosting work by talented local artists for six weeks throughout the summer. BID Project Manager, Chris Barker, appeared on BBC Radio Northampton to promote the Trail, and social media interactions reached an all-time high throughout August. We would like to thank all businesses and artists who took part in the Trail.



Discover Northampton Town Centre Live

Six Discover Northampton Town Centre Live events have taken place so far in 2016, with two more scheduled for October and December in Market Walk and the Grosvenor Centre. Each event sees talented local musicians, dancers, actors, comedians and more perform on a variety of stages, bringing family-friendly fun to Northampton town centre. The BID organises these events to help create animation in the streets and encourage visitors to stay longer.



Our next two event days are:

- Saturday 8th October @ The Grosvenor Centre
- Saturday 3rd December @ Market Walk Shopping Centre

Promoting our town centre and benefitting your business

Spotlight features

The BID has designed and placed nine double-page spotlight features in the Chronicle & Echo this year,



each showcasing a particular area within Northampton town centre. Our spotlight features are also promoted on social media and hosted on the BID website. Inclusion in these features is absolutely free to BID Levy payers and all businesses have been encouraged to participate.

Magazines

Our 'Discover Northampton Town Centre Summer' magazine, produced by the BID, was mailed to 34,500 target homes and businesses this summer, showcasing the brilliant range of businesses in the BID area. We are now working on 'Discover Northampton Town Centre Christmas', set to encourage thousands of people to visit our town centre and explore festive shopping, food and drink, events, health and beauty options right here in Northampton town centre.



Want to ensure your business is featured in our next publication?

Email info@northamptonbid.co.uk to be added to our weekly ebulletin, and check our Facebook and Twitter feeds as we mention all opportunities there.

Night-time Street Marshalls

The BID is a joint funder of a new Street Marshal scheme to help support the evening economy.

On pay day weekends, bank holidays, Freshers' weekend, Halloween, Christmas and New Year, the four Street Marshalls will provide an extra level of support to deal with low level disorder, manage queues for taxis and to support vulnerable people in the town centre.

Going Social

The BID Summer Social took place at the Church Restaurant in July. Over 30 business owners turned out to celebrate the launch of the Artists Trail, to network and to learn more about upcoming BID projects.

Improving the town centre experience

Clean Up Days



We have organised several town centre Clean Up Days so far in 2016, with plenty of volunteers from local businesses turning out to help us make Northampton town centre sparkle. Thank you to all our extra hands.

Is there a cleaning hotspot you'd like us to tackle next? Email info@northamptonbid.co.uk

Window cleaning

The BID has carried out vacant shop window cleans on a regular basis to help improve the appearance of empty premises in our town centre. We have also placed vinyls on vacant windows to improve the look of the town centre and to promote BID activities and events.

Targeted hotspots

You asked, we listened. The BID identifies areas that require additional street cleaning and gets these improved. We work with the County Council and Borough Council to support businesses in trade waste collection challenges.

The BID has installed additional litter bins across the town centre. Contact us if you wish to suggest a location where a new litter bin is required. The BID is also exploring new locations for town centre litter bins.

Glutton Machine

Following a successful trial of a Glutton vacuuming machine in May, we will be funding a machine for the next 12 months. This electric machine uses a lengthy vacuuming nozzle to clear hard-to-reach pavement cracks, reaching under street furniture and kerbsides and is especially designed to pick up small pieces of litter such as cigarette butts and chewing gum.

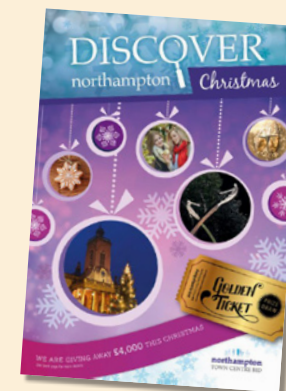


Christmas plans

This Christmas, Northampton town centre Business Improvement District (BID) will be undertaking three key projects to raise awareness of the Christmas offer in Northampton and all the businesses in our town centre:

Discover Northampton Christmas Magazine

We are now working on 'Discover Northampton Town Centre Christmas', set to encourage thousands of people to visit our town centre. 34,000 copies are to be posted to homes in target postcodes throughout Northamptonshire.



Adverts and Spotlight Features

Adverts and spotlight features focusing on the town centre and the BID's Christmas projects will be placed in the Chronicle & Echo, Herald & Post, Image Magazine and NN Pulse in November in the run-up to Christmas to help encourage additional footfall into the town centre.

Golden Ticket

Golden Ticket returns for the fourth year in 2016, with customers able to complete and post an entry card in one of ten special Golden Ticket post boxes located throughout the town centre. Two draws will take place on the 28th November and 12th December, with four lucky winners picked out at each draw. Winners receive £500 worth of vouchers each from the businesses of their choice in the town centre.



Golden Ticket 2016 launches on the 17th November and businesses will receive entry cards to give to customers.

BID hosts



Your Business Improvement District (BID) Hosts, Kimberley and Matthew, patrol the town centre to assist visitors and report street care issues. They also visit businesses throughout the BID area to keep them informed of opportunities and projects.

January to September 2016: Our hosts have been busy



Keep informed

There are many different ways in which you can keep informed and be involved in your BID.

Email

Our regular ebulletins give BID updates and news, sent straight to your inbox. If you don't receive these, email info@northamptonbid.co.uk and we'll add you to the list.

Website

All our BID updates are available on our website: www.northamptonbid.co.uk

Host Visits

The BID Hosts, Kimberley and Matthew, visit businesses throughout the week and are able to give you updates and news relevant to your business and location. If you would like a specific visit you can request this via the BID project office on **01604 837766**.

Spotlight features and magazines

Email text about your business and a high-resolution photo (no text or logos in the photo please) to promotion@northamptonbid.co.uk

BID Project Team

Chris Barker, the BID project manager, is happy to visit you at your premises at any time to talk you through issues and opportunities.

Contact Chris on **01604 837766**.

Social Media

We post links to current ebulletins on both Twitter and Facebook. We also feature elected individual news items across the week via social media.

Follow us on Twitter @NorthamptonBID

Like us on Facebook /NorthamptonBID

Follow and share our images on Instagram @NorthamptonBID

Working Groups

Want to get more involved and help decide and steer projects delivered by the BID Team? Come along to a working group or join our Board.

Northampton Town Centre LTD

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