

# Northampton TOWN CENTRE BID

For the businesses by the businesses

*Your Business  
Improvement District*

## Annual Report 2017-2018

In December 2017, Rob Purdie joined the BID as its new Executive Director, now working alongside pfb UK, BID Project Manager



Chris Barker and the BID's two town centre Hosts.

Thank you to all our BID directors, who all volunteer their time to steer the BID and ensure that all projects and BID events are in line with the Business Plan objectives that businesses voted for in 2015. We would like to give a special thank you to Jessica D'Aulerio who stepped down as Chair of the BID in November 2017.

This annual report will give an overview of some of the projects in this BID year.

There are many opportunities for businesses to get engaged and involved in the projects we deliver and we are delighted that more than 340 businesses this year took advantage by getting involved in projects such as our Discover Northampton Summer and Christmas Magazines, business breakfasts, Mystery Shopping scheme and our Golden Ticket Loyalty campaign."

If you would like to get more involved and are interested in joining our board of directors or a working group, we would love to hear from you.

Read on for a flavour of the projects undertaken by the BID in 2017-2018

### Board of Directors

Please find below a list of the current Board members for Northampton town centre Ltd.

The BID Chair is a joint position held by Andrea Smith and Brendan Bruder, and the Vice Chair is Dan Roberts.

Name	Business	Sector
Donna French	Marks and Spencer	Large Retail
Leon Ducommum Dit Verron	Greggs	Large Retail
John Sheinman	Sheinman Opticians	Small Retail
Andrew Cruden	Market Square News	Small Retail
Jake Richardson	Richardsons Group	Leisure / Evening Economy
Minal Thakarar	The Guildhall Hotel	Leisure / Evening Economy
Damian Gawel		Leisure / Evening Economy
Gavin Willis	Gavin Willis Creative Marketing	Professional service
Andrea Smith	Franklins Solicitors	Professional service
Brendan Bruder	Abbey Ross Chartered Surveyors	Landlord
Dan Roberts	Cottons Accountants	Voluntary Members
Alan Harland	AK Harland	Voluntary Members
Cllr Jonathan Nunn	Northampton Borough Council	Local Authority representative

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[www.northamptonBID.co.uk](http://www.northamptonBID.co.uk)

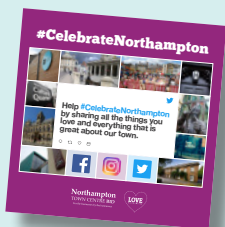
## Objective 1 - Promoting the town centre and its businesses

To develop, build awareness and promote locally and regionally the identity of Northampton town centre and the strengths of its business sectors: retail, health and beauty, culture, leisure, & professional services.

### #Celebrate Northampton

Celebrate Northampton was launched as a social media campaign in July 2017. As a joint project with Northampton Borough Council, it aims to inspire a sense of pride in Northampton town centre by continually driving positive social media messages. Its key messages are:

- Together we can celebrate Northampton's unique, must-visit town centre
- Northampton town centre provides something different and is being re-shaped to be-come a quality destination with a clear identity
- We can achieve more by focussing on everything that is positive about Northampton town centre
- Northampton provides something different



### Discover Northampton Town Centre Christmas Magazine

Our fourth edition of the Discover Northampton town centre Christmas Magazine was mailed to 34,500 homes and businesses in targeted postcodes (those with a greater proportion of homes classified in the Acorn classification as Wealthy Achievers) throughout Northamptonshire.



It highlighted 78 businesses located in the town centre BID area. The aim of the magazine was to raise awareness and encourage thousands of people to visit our town centre and explore the festive shopping, food and drink, events, health and beauty options

### Social Media

Throughout 2017 we ran a number of social media campaigns, focusing on everything from festive window displays and December's Small Business Saturday, through to Valentines including Festive Windows, NN Christmas and Small Business Saturday in December.

By the end of 2017 the BID followers had increased to:

 **4,238**  
(Up from 3,800 in December 2016)

 **781**  
(Up from 664 in December 2016)

 **336**

Please like and follow us at **NorthamptonBID** so we can share your messages and images.

### Discover Northampton Summer Magazine

Our Northampton Town Centre Summer magazine focused on shops, food and drink outlets, health and beauty businesses and things to do in the town centre during the summer. It was delivered to 34,500 homes and businesses.



88 businesses were featured this summer. A small prize voucher was included in the magazine and 308 entries were received. 220 of these were from those CACI postcodes identified as part of a target county and town catchment with postcodes that include more properties labelled in the Acorn classification as Wealthy Achievers.

## Your BID

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[www.northamptonBID.co.uk](http://www.northamptonBID.co.uk)

## Encouraging shopper loyalty - Golden Ticket

Our free festive prize draw Golden Ticket returned for a fourth year with a record 3,280 participants, with shoppers able to complete and post an entry form in one of our 14 specially designed Golden Ticket post boxes (up from 10 in 2016).



These were located throughout the town centre at businesses which approached us and asked to host one. Three draws took place - on the 2nd, 9th and 16th December - with four winners picked out at each draw, each receiving £250 worth of vouchers to spend in town centre businesses.



Adverts and editorial features focusing on the town centre and Golden Ticket were printed in the All Things Business magazine, Community Magazines and NN Pulse in the run up to Christmas.

A new online only draw with one winner receiving £200 worth of vouchers was trialled in 2017 with 89 entrants.

Golden Ticket winners have chosen the following independent businesses to spend their winning vouchers in: Abraxas Cookshop, Berties, Bias, Bonds, Les Olives, Montague Jeffery, Pamukkale, Peppertrees, Rendezvous, Rockabelles, Royal and Derngate theatre, Saffron, The Smoke Pit, Voni Blu, Watts, Wok Inn and Zara Health and Beauty.

## Celebrating excellence - Mystery Shopping

69 businesses took part in the inaugural Northampton town centre Mystery Shopping scheme. 32 businesses received a grading of over 90% and in January 2018 January businesses celebrated at our awards event, held at Borjia Bar.



## Championing our evening economy - Purple Flag

The BID has been working with partners including both councils, Northamptonshire Police and Pubwatch to prepare an application for submission to the Association of Town and City Management.

The Purple Flag standard is an accreditation process similar to the Green Flag award for parks and the Blue Flag for beaches. It allows members of the public to quickly identify town and city centres that offer an entertaining, diverse, safe and enjoyable night out.

## BID Hosts



The BID funds two town centre Hosts. Their role is to engage with the business community, work with the police and borough council town centre wardens to help report and address anti-social behaviour issues, help with the street events organised or sponsored by the BID and to promote Northampton to its visitors through their ambassadorial work.



Reported 499 highways and street cleansing issues to the borough and county council.



Visited 4,685 town centre businesses to discuss projects and opportunities



Engaged with 2,314 shoppers and visitors to provide guidance, support or directions.

## Objective 2: Developing the town centre experience

To create a sense of 'place' for visitors and people working in the town centre to enjoy.

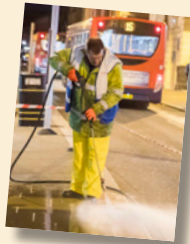
### Lighting up our town at Christmas with Festive Lighting Displays

2017 saw the BID invest in 19 street lamp column motifs placed in roads throughout the town centre that did not have cross street lighting. Streets including College Street, Bradshaw Street, Wellington Street, St Giles Terrace, Guildhall Road and lower Bridge Street were all illuminated in the run up to Christmas.



### Supporting our Council with Targeted cleaning and Litter Bins

The Council has the responsibility for street cleansing and these services are baselined. Cleanliness is an issue for businesses in the town and the BID is in dialogue with the Council to get this level of service improved. The BID has provided some additional cleaning services through undertaking a deep clean of a different street each month. Between March and October 2017 the BID undertook targeted Jet washing on Gold Street, The Drapery, College Street, Sheep Street, Bridge Street, Abington Street, Hazelwood Road, Castilian Street and Dychurch Lane.



Ten extra litter bins were procured by the BID to add to the 15 purchased in 2015.

### Window Vinyls

2017 has seen the BID work with partners to install a window vinyl on the former Shuropody unit within the Grosvenor Centre and also with Northampton Borough Council on a vinyl to cover the Abington Street frontage of the former BHS store



### Northampton Music Festival 2017

The BID was the lead sponsor of this weekend event, with over 7,000 visitors coming into the town centre on Sunday June 18th to enjoy the sound of music across five stages.

Our Hosts handed out over 800 programmes and engaged with 1,029 visitors on the day.



### StreetCircus

On 30th September 2017 the BID hosted a one-day Street Circus, which included an exciting mix of street performers, acrobatics, and children's entertainment to encourage more families to visit the town.

Data from the three Springboard Footfall showed that 32,988 passed through the cameras from 11am to 4pm when the event took place, 12.4% more people than on the 1st October 2016, and a 20% increase on the previous week.



## Objective 3 - Business growth and investment

To encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.

### Town Centre Plan

Following on from CACI research commissioned by the BID in 2016, the BID has created a town plan incorporating the Retail Strategy within it. Working closely with the Northampton Borough Council this has been adopted to act as a key framework for all future town centre initiatives to help develop the key strengths and characteristics of the different parts of the town centre.

The aim of this is to work with all stakeholders to define, develop and promote the identity of Northampton town centre, to reflect its strengths, characteristics and heritage. The BID also sits on the Northampton Vision 2040 group which has an eye on the future but is ensuring that the actions of today contribute towards this longer term vision.

Besides the existing businesses of the town centre we will be working with the local authorities, the University, College, landlords and property agents to promote and market the town centre to potential new businesses and investors.

One example of the projects which has already emerged from this work is the development of a new wayfinding scheme for the town centre which is due to be implemented in this coming year.

### Footfall and Sales Monitor



The BID Retail Sales and Footfall Monitor reports for town centre businesses has been established since December 2016.

The footfall and sales information locally and nationally, enables businesses to compare their own company's performance to that of others in the area and against national trends.

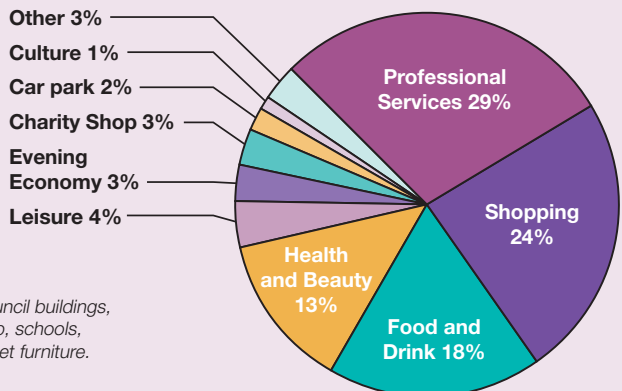
### Get involved

We urge all businesses to get involved and help to steer BID projects.

### Business Mix

A business type breakdown for the occupied hereditaments in the Northampton town centre BID area is shown in this chart:

Percentage of heridatements by business type



*Other businesses include: Council buildings, places of religious worship, schools, colleges, university and street furniture.*

### A reminder

A Business Improvement District (BID) allows businesses in a defined area and business sector(s) to vote on which additional services they want to invest in, to improve their trading environment.



## Paying Your BID Levy

Every Business in the Northampton Town Centre BID area is required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates) Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition. Northampton Borough Council is contracted by Northampton town centre Business Improvement District (BID) to collect the levy on behalf of the BID.

You can pay the levy in the following three ways.

Please always quote your BID account reference. This is a nine-digit number starting with a 7.

- **By debit or credit card** telephone 0845 372 1745 or online [www.northampton.gov.uk/payments](http://www.northampton.gov.uk/payments) (please note, a 1.34% surcharge will be applied to all credit card payments)
- **Online** by creating a new Payee Northampton Borough Council and using the following account details; Barclays Bank, sort code 20-17-19 account number 70509035.

If you have any questions regarding your levy payment, please contact the Business Rates office at Northampton Borough Council.

Telephone 0300 330 7000 (Option 1 for Business Improvement District Levy)

Email: [businessrates@northampton.gov.uk](mailto:businessrates@northampton.gov.uk)

To get more information about how to get involved with BID projects contact the BID team on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## BID Financials 2017/2018

Businesses in Northampton town centre BID area pay a levy which is used to pay for the projects and services provided by Northampton town centre Ltd

In 2017/18 the BID has worked with a total budget of £359,994 based on levy contribution in 2017/2018 and £82,400 from the retained income from 2016/2017. The split of actual and committed expenditure for the current financial year to 31/03/2018 was as follows:

*Unaudited accounts including estimated accruals as at January 2018*

Objective	Actual and Committed Expenditure - £
Promotion - Magazines, Golden Ticket, Celebrate Northampton	£115,486
Develop the Experience - Events, Hosts, Festive lights, Cleaning	£132,425
Growth and Investment - Town Centre Plan, Retail and Sales Monitor	£26,496
Central Admin and Overheads	£76,046
Levy Collection Costs	£9,541
<b>TOTAL</b>	<b>£359,994</b>

The final accounts for 2017/2018 will be prepared in April 2018 and will be available for BID members to review and for discussion at the Annual General Meeting on the 27th September 2018.

## Plans for 2018

The BID will build on the successful initiatives from last year, focusing on delivering the objectives stated in the business plan, and ensuring that Northampton town centre businesses receive value for money from their levy payments.

Look out for our Spring Newsletter which will give full details of the campaign for the next 12 months.

If there are any topics you would like us to focus on, please get in touch.

If you have any questions about the Business Improvement District please contact the BID team and we would be happy to meet or visit you.

## Northampton Town Centre Ltd

Citizens Advice Bureau Offices, 2nd Floor Town Centre House, 7-8 Mercers Row, Northampton NN1 2QL

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