

# Northampton

## TOWN CENTRE BID

For the businesses by the businesses

*Your Business  
Improvement District*

## Highlights and Achievements 2016



“ 2016 has seen many positive changes in Northampton town centre as our Business Improvement District (BID) has continued to build awareness and promote businesses across all sectors. Following extensive research in 2015 businesses asked the BID to focus on three key project areas: promotion, the town centre ‘experience’ and ‘business growth and investment’. Turn over to find out more.

Thank you to all my fellow directors, we all volunteer our 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.

If you would like to get more involved, to suggest projects, 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 our highlights and achievements in 2016. ”

*Northampton BID Board*

Contact our BID manager Chris Barker on 01604 837766

**Your BID**  
*For the Businesses by the Businesses*

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

# Objective 1: Promoting Northampton 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, and professional services.

## Discover Northampton Town Centre Christmas Magazine

Our third edition of the Discover Northampton town centre Christmas Magazine was delivered 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 over 70 businesses located in the town centre BID area.



## Discover Northampton Town Centre Summer Magazine

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 34,000 homes and businesses.



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.

## Have Your Say

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

## Spotlight features

The BID designed and placed seven double-page spotlight features and digital billboards on different areas in Northampton town centre in 2016 – each one throwing the spotlight on businesses based here.

All these spotlight features were published in the Chronicle & Echo and were promoted on social media - they are all still available to download and share via the Northampton BID website.

Inclusion in our features is FREE to BID Levy payers and all businesses have been encouraged to participate.

These spotlight features have proved a highlight for many town centre businesses, giving them valuable media coverage and a profile boost.



Abington Street



Northampton Music Festival



Artists Trail



Shopping Centres



College Street & Gold Street



Cultural Quarter



Bridge Street



## Golden Ticket

Our free festive prize draw Golden Ticket returned for a fourth time with a record 3,248 participants (up 9% from 2015), with shoppers invited to complete and post an entry form in one of our 10 specially designed Golden Ticket post boxes (up from five in 2014 and 2015), which were dotted throughout the town centre at businesses which approached us and asked to host one.



Two draws took place, with four lucky winners picked out at each draw, each receiving £500 worth of vouchers to spend in town centre businesses.



And also ... adverts and editorial features focusing on the town centre and our Golden Ticket campaign were printed in the Chronicle & Echo, Image Magazine and NN Pulse in the run up to Christmas..



## Social media

As of the end of December 2016 the BID had:

🐦 3,800 Twitter followers - an average monthly increase of 50 for the 12 months of 2016.

📘 664 Facebook likes - up from 493 at the start of 2016, a 35% increase.



#NNChristmas - we piloted this new Christmas social media campaign in 2016, designed to offer all town centre businesses free PR in the lead up to Christmas. We shared photos that referenced our #NNChristmas hashtag and over 25 businesses got involved

## Business Meetings

2016 saw Area Working Groups held for Gold Street, Market Walk Shopping Mall and the BID supported St Giles Street with public realm working groups.

Open meetings for all business include the Summer Social and Artist Trail Launch and October business breakfast. To help businesses make the most of the PR opportunities that being part of BID presents we organised an event at the Cheyne Walk Club in October.

Over 30 town centre business owners and managers gathered to hear a presentation from the BID's communication and PR team.

The BID has an Annual General Meeting; Marketing & Communications Group and Admin & Finance Group that meet regularly throughout the year.

Dates and venues are being prepared for 2017, so if you would like to host a BID event please contact the BID team at [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

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## Objective 2: Enhancing the town centre experience

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

### Clean for the Queen

Our town centre got the royal treatment in March, with many businesses turning out to clean up the town centre.



McDonalds, Swishing, Santander, Marks & Spencer, The Grosvenor Centre, Greggs and more joined BID representatives for a mass litter pick around the town centre. The BID also cleaned vacant business windows and frames in 17 locations, helping make our town centre sparkle.

Great coverage in the local papers too – thanks everyone for getting involved.

### Glutton Street Cleaning Machine

A street cleaning Glutton Machine was trailed in May. Its vacuum attachment helped to pick up cigarette ends and small pieces of rubbish including drinks containers. This was above and beyond any Borough council street cleaning commitment.

### Northampton Music Festival

The BID was the lead sponsor of this weekend event, with 13,000 visitors coming into the town centre on the Sunday alone, nearly 5,000 more than in 2015.



Six stages were hosted in 2016 including a new stage location on Abington Street (East Gate end).



### Discover Northampton Town Centre Artists Trail

Over 40 businesses took part, hosting work by local artists for six weeks throughout the summer. Extensive media coverage was received from the campaign and visitors came into the town centre to view the works and the business hosts. 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 Events

Ten Discover Northampton Town Centre Live events took place in 2016 in different locations and streets throughout the town centre.



The BID organised these events to help create animation in the streets and encourage visitors to stay longer.

### Night time Street Marshalls

The BID is a joint funder of the town centre's new Street Marshal scheme, designed 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.

## 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.

### Footfall and Sales Monitor

The BID is setting up a creating weekly Retail Sales and Footfall Monitor reports for town centre businesses. In December the Footfall Monitor was launched. 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.



### CACI research

Northampton town centre BID has commissioned Retail Strategy Group CACI to undertake research to help develop a retail plan for the town centre.

Results revealed that the proportion of wealthy people living in our town centre is higher than the UK average - and yet our town centre does not have the retail and leisure brands to attract this market.

Using the information the BID has met with Northampton Borough Council to devise a retail plan, with the aim of attracting new brand names and businesses.

### BID Hosts

For the 12 months, from January 2016, our BID Hosts, Matthew and Kimberley, have:



Reported 1,223 highways and street cleansing issues to the borough and county council.



Undertaken 3,656 town centre business visits to discuss projects and opportunities.



Engaged with 5,839 shoppers and visitors to provide guidance, support or directions.



The four town centre footfall cameras have recorded a 1.7% increase year to date in Northampton town centre in comparison to 2015.



40 new businesses moved into the BID's town centre area and 28 businesses have closed or moved out, a net gain of 12 businesses.

### Plans for 2017

2017 will see the BID continue to develop projects in line with the Business Plan to raise the profile of Northampton town centre and its businesses (through targeted communications including spotlights features, magazines and public relations), and improving the experience of the town centre through events and lobbying partners for improved signage and cleansing solutions. The BID is also working with partners on the Retail Strategy for the town centre and Purple Flag. Final plans will be developed following discussions with businesses within the BID area through working groups.

### Become a BID Member

All Northampton town centre BID businesses are eligible to become BID member businesses.

To apply for membership please complete a short form to provide written confirmation that your business is a BID levy payer and wish to be formally admitted as BID members. Forms will be mailed to all levy paying businesses in April 2017, or simply contact the BID office



## Paying Your BID Levy

Every Business in Northampton Town Centre BID area are 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)

## Get involved in your BID

Business Improvement Districts are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Each business within the BID area with a rateable value of £5,000 or more, is liable for a BID levy to contribute to the costs of projects and activities undertaken by the BID\*. The greater your involvement or the more activities and opportunities you take advantage of, the better value for money you will receive from your BID levy. The following are just a number of ways in which you can get involved:

- Keep abreast of BID news and opportunities by reading the weekly BID e-bulletin and following us on Facebook and Twitter;
- Attend BID working groups and social events;
- Liaise with your BID Project Manager and the BID Hosts for information on projects and opportunities;
- Become a member of the BID enabling you to attend the AGM and vote on BID matters;
- Join the BID Board to monitor the effectiveness of BID activities, help steer projects and ensure compliance with BID regulations;
- Look out for opportunities to quote for the supply of BID products and services.

For further information please contact the BID Office on 01604 837766 or speak to the BID Hosts.

## BID Financials 2016/2017

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 2016/17 the BID has worked with a total budget of £307,538 based on £258,195 of levies collected in 2016/2017 (Figures as of 31 December 2016) and £49,343 retained income from 2015/2016. The split of actual and committed expenditure for the current financial year to 31/03/2017 was as follows:

Objective	Actual and Committed Expenditure - £ as at Dec 2016
Promotion - Magazines, Spotlight Features and support material	£97,586
Develop the Experience – Events, Hosts, Night-time Marshals, Cleaning	£140,879
Growth and Investment – CACI Research, Retail and Sales Monitor	£21,328
Central Admin and Overheads	£35,204
Levy Collection Costs	£12,541
Contingency c. 5%	£0
<b>TOTAL</b>	<b>£307,538</b>

The final accounts for 2016/2017 will be prepared in April 2017 and will be available for BID member visits to review and for discussion at the Annual General Meeting in July 2017.

\*The BID levy criteria can be found in the BID Business Plan, available online at [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk) or from the BID office.

## Northampton Town Centre Ltd

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