

Lots of opportunities to GET INVOLVED in Northampton town centre BID projects

Northampton Easter Shoe Trail - April 2019

Our new shoe-style treasure hunt, designed to promote the town's shoe heritage and entice families into the town centre, is running until the end of April.

More than 40 businesses have signed up to take part, displaying shoe-themed posters in their business windows. Visitors are challenged to explore the town centre and hunt out shops that have a Shoe Trail poster in their window.

We will be running a social media campaign all month – with clues, photos and teasers – so make sure you get involved and make the most of this PR opportunity.

Go to www.northamptonbid.co.uk/shoetrail for all the details and to download an entry form.

And also...

Northampton Borough Council is supporting the trail. Between 10am and 3pm on Friday 19th and Saturday 20th April people can post their entry forms into a Big Easter Give Away post box on the Market Square and select a chocolate egg from the Easter bunny's basket. Those who pull out a silver egg will win one of 25 Silver Spring Egg pendants from voluntary BID member Steffans Jewellers, (each worth £59.95.)



Mystery Shopping Awards Scheme - May to October

Our Mystery Shopping scheme is back for the third year, and we have three new awards – consistency award, most improved award and a people's vote.

Sign up ASAP for the scheme and Storecheckers judges will visit your business this summer.

Our awards ceremony will take place in October. Everyone is invited and all those who enter will receive a certificate, be featured on the BID's website and social media channels and in the local media.



It costs nothing to enter, so get in touch today. Email info@northamptonbid.co.uk

Northampton
TOWN CENTRE BID

For the businesses by the businesses

Your Business
Improvement District

April 2019

Shoes and heritage will be the focus for the town centre over the next six months – and there are lots of ways you can get involved ...

Shoe Plants

We are delighted to announce we are again supporting the exciting and award-winning Shoe Plant project.

Last year shoes and boots, filled with soil and flowers, were displayed in shop windows throughout the St Giles Street area of Northampton – and the feedback from visitors was incredible.

This year we are again working and supporting St Giles Terrace in Bloom to expand the project – so that businesses all across the town centre can get involved.

Let us know you if you want to display a Shoe Plant in your window by emailing us or chatting to BID Host Kimberley.

We can either provide you with a completed Shoe Plant (just don't forget to water it!) or there will be a Shoe Planting Workshop – so you can choose your own shoe and plant it yourself.

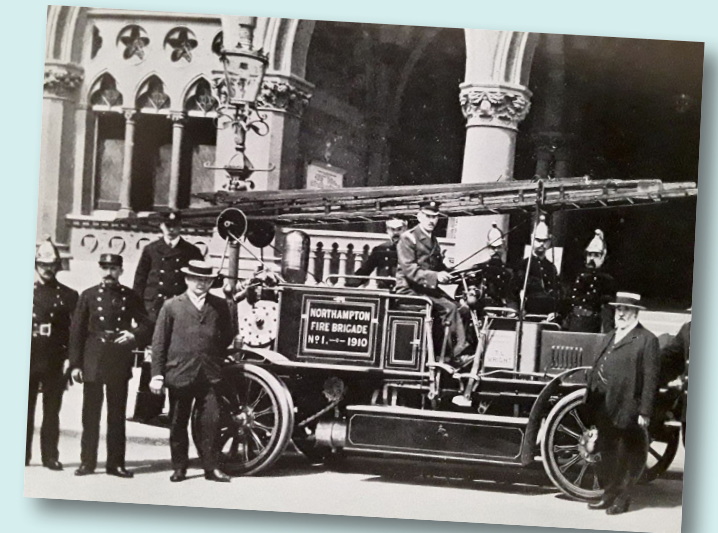


Northampton Memories

Our new Northampton Memories project, running from mid-August to mid-September, is all about celebrating our town centre and its unique heritage.

Sign up and we will provide you with vinyl frames (with a clear centre) so you can display your old photos and memories in your shop windows. Choose from an A4 or A3 frame – and if you need some help sourcing old photos we can signpost you to the Old Northampton Old Faces team (their Facebook page has more than 96,000 old photos).

We will be promoting all businesses taking part in Northampton Memories – with a social media campaign planned that will use the **#CelebrateNorthampton** hashtag.



A snapshot from the past, courtesy of the Northampton Old Faces Facebook group



Giant shoes en-route to Northampton

Northampton Borough Council will be displaying giant shoes in the town centre from this summer – and the BID is supporting this project.

The 12 shoes – everything from Dr Martens and brogues to stilettos and boots – will be made from high durable materials and available with a colour finish or plain white so they can be customised.

To sponsor a giant shoe (each will be 1.8 metres wide) and have the opportunity to work with a local artist to create your own design the council is seeking a contribution of £1,500.

Please contact
dsimpson@northampton.gov.uk
to find out more.

A heritage treasure hunt

Northampton Borough Council is working with the Looking Glass Theatre to develop a fun heritage treasure hunt in time for the summer holidays.

The interactive treasure hunt will see teams (of up to six people) exploring the town centre as they compete to find clues from buildings, statues and businesses in the fastest time.

This BID supported treasure hunt will take place on 17th August and we are looking for businesses who might want to be involved in the event – either by hosting a clue or donating prizes for the four winning teams.

If you'd like to get involved and promote your business whilst doing so, please get in touch.



Training Workshops

Tailored training for BID businesses

We have a series of workshops which will take place on the fourth Tuesday of each month. BID businesses can take part in as many sessions as they wish – at no cost. Attendees are also invited to stay, mingle with fellow businesses and meet the BID team after the sessions.

Our workshops – all taking place at The Platform, George Row, 8.15 – 8.45am

- **Tuesday 23rd April**
Top 10 tips in customer service
- **Tuesday 28th May**
Improving the retail experience
- **Tuesday 25th June**
Making the most of your BID

To book go to our BID's Facebook page or find the links on our weekly e-newsletters.

Town centre events – get these in your diary ...

Calling food and drink businesses

With all the events planned this year it's timely to be promoting all our cafes, bars and restaurants to town centre visitors.

We will be creating a directory of food and drink business and distributing leaflets at key events – and also creating an online directory.

If you would like to get involved please let us know – another great PR opportunity.

Northampton Carnival Saturday, 8th June 2019

Peace, Hope and Unity through Carnival is the theme of this year's carnival, which will start at The Racecourse and once again pass through Northampton town centre – bringing thousands of extra visitors to the area.

Northampton Music Festival (NMF19) – Sunday, 16th June 2019



The BID is delighted to again be sponsoring and supporting NMF19 and we will keep you posted about all the timings and headline acts as they are unveiled.

Keep an eye on our social media channels, the local press and our website.

Independents Day – 4th July 2019

We will again be running a campaign to promote independently owned businesses in Northampton town centre. We will be combining our social media campaign with the national hashtags #shoplocal #eatlocal and #indieretailer.

So, if you are an independent and rightly proud of what you do, sell, provide, then get in touch. Send us your photos, your promotions, your business highlights.



Street Circus - Saturday, 7th September

Our street circus, is back on Saturday, 7th September. Come and see some of the UK's very best street entertainment acts - stilt walkers, dancers, contortionists and comedians who regularly perform at Glastonbury Festival, Edinburgh Festival, Covent Garden and major events and festivals around the world. Performances will start at 11am and run until 4pm.



GET INVOLVED BY CONTACTING US Northampton Town Centre Ltd

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