

Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business Improvement District

AUGUST 2018 Issue

Our new magazine

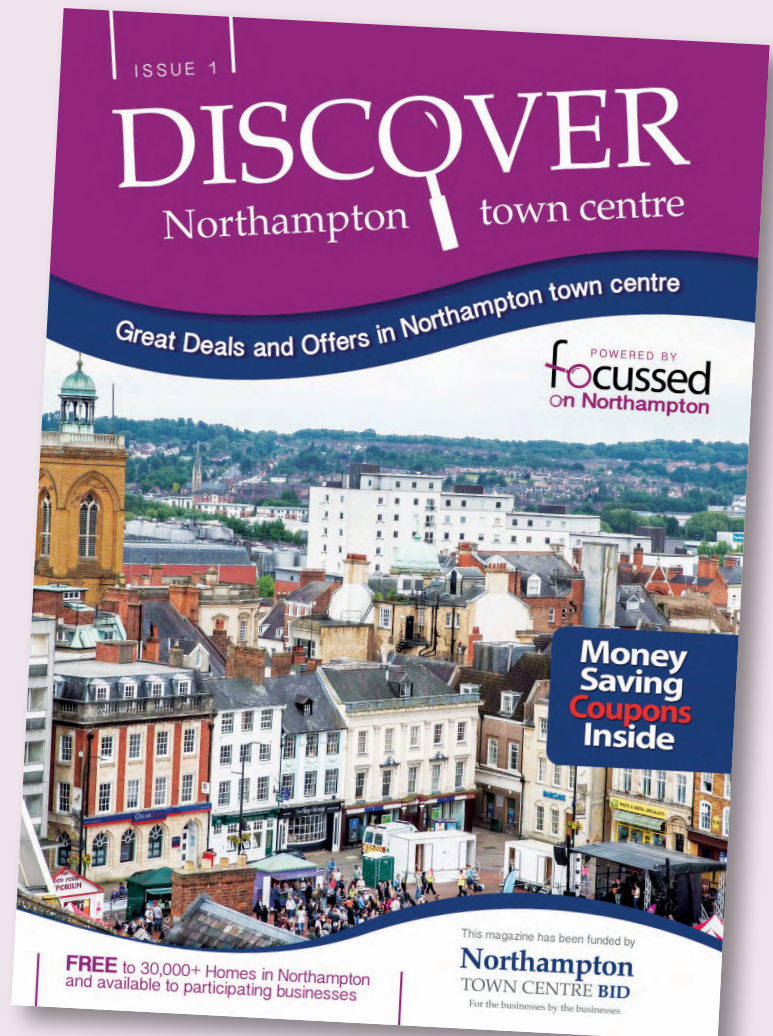
Our new Discover magazine is now at the printers and set to be delivered to more than 30,000 Northampton homes over the coming weeks.

This A5 magazine is bursting with special offers and money off vouchers - for residents to redeem in town centre businesses. We also feature stories about businesses, events the BID has run and details about what is coming up.

This magazine has been produced by the BID to inspire people and give them yet more reasons to come into our town centre.

We couldn't feature every business in this first magazine, but this is the first of what we hope will be a regular series. So, please phone us, email the BID office or talk to our Host Kimberley about being featured in the next issue of Discover Northampton Town Centre.

We look forward to hearing from you.



“Northampton town centre - our next steps”

Our forthcoming Town Centre Business Conference, is being held at the **Park Inn Northampton** on **Wednesday, 19th September 2018 from 5.30-8pm**. You are all invited and encouraged to come along.

Please turn to the back page for all the details.

Your BID
For the Businesses by the Businesses

www.northamptonBID.co.uk

A round up of the projects and activities that have taken place so far this Spring and Summer 2018

Northampton Music Festival

Saturday 16th and Sunday 17th June 2018

The 11th Northampton Music Festival took place in June, with a Saturday night stage on the Market Square



hosted by the University of Northampton and featuring a pop and rock Mozart requiem. Sunday saw stages on the Market Square, All Saints Piazza, Abington Street, Guildhall Courtyard and The Platform (George Row), along with a buskers stage on All Saints Square and a learn to play the drums on Wood Hill.

Music filled the air of the town from 12noon to 9pm with The Jets as the lead act of the day. On Sunday the four footfall cameras across the town recorded an extra 5,700 movements, This was 10% more than the 2017 Festival, and 20% more people than the Sunday prior.

Summer Sports Spectacular

Our first BID summer sporting event was held in July, with the big sporting weekend hosting a large screen which we installed on the Market Square.



Our village garden was packed with deckchairs for people to watch and enjoy Wimbledon and the British Grand Prix. A touch tennis court was enjoyed on Saturday so tennis fans and families could have a go at the same time as watching the professionals on the big screen.

Northampton Carnival

June saw the Northampton Carnival travel through the town centre, along St Giles Street and Abington Street. The BID was a sponsor of this event.



Out and about with the BID Hosts

The BID Hosts, Matthew and Kimberley, have been out and about visiting businesses to talk about BID projects, confirm correct business contact data and report town centre issues.



Between January and June they:

- Reported 365 street issues to the borough and county councils
- Undertook 3,234 visits to businesses within the BID area
- Met and spoke to 1,558 visitors in our town centre

The BID team would also like to take this opportunity to thank and say farewell to Matthew who is leaving the BID and his role as a BID Host after 3½ years in post.

We will soon be recruiting for a new town centre Host. Are you interested or do you know someone who may be perfect for this role? Get in touch with the BID office.

A round up of the projects and activities that have taken place so far this Spring and Summer 2018

Northampton Town Centre Tidy Day

Businesses and the BID team came together in April to undertake a clean-up of the town centre, which included litter picking streets and jetties.



Although it is Northampton Borough Council's responsibility to provide town centre cleaning services the BID strongly believes in direct action and personal responsibility by all of us to support their efforts and keep the town centre clean and tidy.

Northampton Street Circus

In May we hosted our second FREE one-day Street Circus, sharing the day with the Royal wedding.



A main stage was held on the Market Square and roaming acts performing up and down Abington Street.



An extra 1,300 people were recorded on the footfall cameras during the day, as compared to the Saturday prior.

Purple Flag awarded to Northampton for night time excellence

Northampton town centre's evening and night time economy has in the past had a poor public perception for some, but businesses and partners have worked hard in recent years to improve the standards.



So, we are delighted to announce that Northampton town centre has been awarded Purple Flag status – a sought after accreditation for towns and cities that provide a vibrant mix of dining, entertainment and culture, while promoting the safety and wellbeing of visitors and residents.

Northampton is now one of over 70 town and city centres in the UK and Ireland with the award, which is comparable to the 'Green Flag' for parks and 'Blue Flag' for beaches.

#Shoeplants

As part of the preparations for the Northampton in Bloom entry in to both the East Midlands in Bloom and Britain in Bloom competitions.

The BID has worked with the St Giles Terrace in Bloom Group who have once again created their wonderful shoe plant trail, getting more than 40 town centre businesses involved.



Northampton TOWN CENTRE BID

Independent Retailers Month July 2018



This July the BID team visited independently owned businesses in the town centre to take photos or short video clips as part of the **#IndieRetail** and **#ShopLocal** campaign to feature and shine the spotlight on independent businesses. More than 20 businesses have been featured in this campaign.

Delivering Customer Excellence Workshop July 2018

In July we teamed up with Northampton town centre-based company Beyond Theory to offer a free Customer Excellence half-day training course.

This training fits in with the BID's commitment to build on the strengths of Northampton town centre businesses and will support our second Mystery Shopping awards scheme later this year, where participating town centre businesses will be assessed on the quality of their customer service.

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by the Businesses*

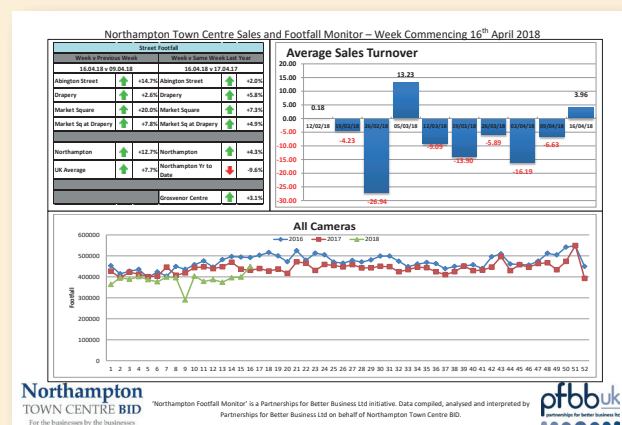
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Sales and Footfall Monitor

The BID produces a weekly Retail Sales Monitor report for participating businesses in Northampton town centre which details sales and footfall information both locally and nationally. This enables businesses to compare their own company's performance to that of others in the area and against national trends, whilst the footfall data helps the local authority and other town centre agencies shape delivery of economic development and town centre initiatives.

A typical weekly report includes the following information:

- Footfall trends on Northampton town centre streets
- Regional and national footfall trends
- Sales performance across all retail sectors
- Information on national sales performance and trends
- Complete trend graphs and detailed % breakdown
- Quarterly and annual review of sales and footfall



If you are interested in participating in the scheme or require any further information, please contact Chris Barker on **01604 837766** or e-mail **info@northamptonbid.co.uk**

Projects for your business to get involved with this Summer and Autumn 2018

Mystery Shopping returns this Autumn

Last year 68 businesses around our town centre took place in the Mystery Shopping experience, culminating in an Awards evening in January 2018.



Would your business like to get involved this year?

Participating businesses which have registered will be visited by an independent mystery shopper in September or October and invited to an awards event in November where they will receive a certificate and report of their assessment.

Special certificates will also be presented for sector winners and businesses with high scores.

To register your interest, speak to the BID team or contact the BID by emailing info@northamptonbid.co.uk or calling **01604 837766**.

The deadline for registering is **Friday, 24th August**.

We are also looking for venues to host the awards - if you think you can help please email the BID team.

“A new approach... when the going gets tough...”

The changing direction of Northampton town centre BID, from the BID's Executive Director, Rob Purdie...



The BID is committed to giving the people of Northamptonshire even more reasons to come into their town centre and we are even more focused on the need for change as current market and trading conditions have become turbulent.

While businesses want us to continue with projects to help improve the cleanliness, environment and safety in town - as well as continuing to promote our town's rich history - the impact of the closure of M&S plus many other significant retail failures recently shows the scale of the task we face.

We will aim to be more radical than in the past and show that we are not afraid to change our approach and try something different.

No one organisation can affect the level of transformation needed so we will be working closely with partners like the Borough Council and University and listening to local businesses, entrepreneurs, media and residents about what we need to do to improve in the short term but importantly create a sustainable future for the town.

We don't accept town centres are 'dead' but certainly they need to adapt to the 21st Century and ensure that our customers want to 'use it so they don't lose it'.

We look forward to seeing you at the Business Conference on the 19th September.

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Key Dates - Conferences and Meetings this Summer and Autumn 2018

Northampton town centre - our next steps

Wednesday, 19th September 2018, Park Inn Northampton (5.30pm-8pm)

We all know the challenges that are facing Northampton town centre, so what are we going to do to address these? At this event, '**Northampton town centre - our next steps**', we will explore priorities, what the public think and what needs to be done.

There will be a series of presentations, a panel you can ask questions of and announcements that will affect our town centre.

Book your place online: <https://towncentrenextsteps.eventbrite.co.uk>

BID Monthly Meetings

Our Monthly Meetings are open to all businesses in the town centre to discuss issues.

Each meeting includes an update on sales and footfall in the town centre, but the agenda remains flexible so businesses who attend can raise and discuss those matters that are important to them.

There are two meetings held on each day from 7.30am-8.30am, and 6pm-7pm and all meetings take place at the BID Offices, Town Centre House, Mercers Row, Northampton, NN1 2QL

Forthcoming dates, all on a Wednesday, are: 22nd August, 26th September, 24th October and 28th November.

Please email info@northamptonbid.co.uk in advance to let us know who will be attending and any points that you would like to cover.

Annual General Meeting

**Wednesday, 19th September 2018
Park Inn Northampton (4pm-5pm)**

Businesses are welcome to attend the Annual Meeting of Northampton Town Centre Ltd. Voting is restricted to BID Members. If you are not already a member but would like more information please email info@northamptonbid.co.uk.

If you would like to attend the AGM please also email us at info@northamptonbid.co.uk before the end of play on Thursday, 16th September 2018.

Northampton TOWN CENTRE BID

For the businesses by the businesses

Northampton Town Centre Ltd

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

T 01604 837766

W www.northamptonbid.co.uk

E info@northamptonbid.co.uk

f www.facebook.com/NorthamptonBID

t @NorthamptonBID

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