

# Northampton TOWN CENTRE BID

For the businesses by the businesses

## Your Business Improvement District

October/November 2018

### Mystery Shopping awards - Monday, 12th November

Our second Mystery Shopping awards at The Platform on George Row will celebrate customer service excellence.

We will present awards, recognise excellence and distribute your mystery shopping assessments, feedback and results.



This year retail consultant Donna French will share top tips about service excellence.

We will also unveil details about our new Christmas Window Display Competition.

**Register here:**  
<https://nnmysteryshoppers.eventbrite.co.uk>

### The BID brings Paw Patrol to Northampton town centre.

come and see  
**CHASE & MARSHALL**  
IN MARKET WALK SHOPPING CENTRE  
SATURDAY 24TH NOVEMBER



Join in every day on Nick Jr.  
[www.nickjr.co.uk](http://www.nickjr.co.uk)

nickelodeon

MEET THE HEROIC PUPS AT:  
**CHASE: 12NOON, 1PM, 2PM, & 3PM**  
**MARSHALL: 12.30PM, 1.30PM, 2.30PM & 3.30PM**

THEN HEAD TO THE MARKET SQUARE FOR THE  
OFFICIAL CHRISTMAS LIGHTS SWITCH-ON AT 5PM!

 **DON'T FORGET TO BRING YOUR CAMERA!**

Festive fun brought to you by **Northampton TOWN CENTRE BID**  
For the businesses by the businesses

### Parking Consultation

After surveying, meeting and polling town centre businesses to gather your views we have submitted an official letter to Northamptonshire County Council - to object to their proposed changes.

The principal concerns raised by businesses concerns the variation to the hours for all time limited pay and display bays, limited waiting bays, loading bays and permit holder bays. Currently restrictions apply from 8am-6pm, Monday to Saturday. Under the new proposals this would change to 7am-7pm, 7 days a week

You can read the letter we have submitted on our BID website – just click on the **NEWS** tab and on **PRESS RELEASES**

## Your BID

*For the Businesses by the Businesses*

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



## BID's business conference update

More than 150 people gathered at our **'Northampton town centre - Our Next Steps'** business conference last month, with businesses and residents asking our panel of business, education and council leaders a host of challenging questions.



Rob Purdie, Executive Director of Northampton town centre Business Improvement District (BID), summed up the mood of the event: "It is time to act, to focus on our town centre, to be positive and to move

forwards. Northampton town centre needs a big hug and the passion and commitment from our speakers, panellists and all our guests proves this is what we all want."

### Here are a few highlights from the event:

#### The University of Northampton

urged businesses and residents to warmly welcome students and staff to the town centre. Deborah Mattock, Director of Human Resources, Marketing and International Relations, said: "We have 12,000 young people and 2,000 staff coming into Northampton town centre as our new Waterside campus opens. So, my question is 'Northampton – are you ready?' Our students have money to spend and skills to offer."



**Market Square** – this was announced as a priority for the BID and also the council. George Candler, Chief Executive of Northampton Borough Council, said: "We need to create areas for people to congregate and there is an opportunity to do something with the market square. We need to be bold and imaginative."

#### Christmas lights

will return this year, announced the council, despite rumours to the otherwise.



**The Drapery:** George Candler, Chief Executive of Northampton Borough



Council, said the borough council will pick up the £55,000 bill for improvements to The Drapery - to tackle traffic flow and reduce the air pollution. Work will start soon.

**New museum:** Contractors are now on site, with the £7million refit now underway that will double the size of the museum and also be home to a Centre of Excellence.

**Vulcan Works**, next to the museum, will be home to a small business hub. This project has been awarded £3million of European money.

#### The old Greyfriars bus station:

Jonathan Nunn, Leader of Northampton Borough Council, said: "We want something iconic, bold, something better than the plan previously put forward. We are getting professional advice."



#### New town centre homes:

The borough council announced it is committed to getting people back into and living in the town centre. There is set to be 200 apartments for key workers and 'grand plans' for private and social housing in and around the town centre.

**Find out more about what was said and pledged on our BID website -**  
<http://northamptonbid.co.uk/press-releases>

## Our plans for Christmas 2018

### Late Night Shopping and Entertainment

The BID is working with the Grosvenor Centre and Market Walk Shopping Centre to promote and publicise late night shopping in the town centre in the run up to Christmas.

- **Market Walk Shopping Centre Event**  
- Thursday 6th December 2018 (5-7pm)
- **Grosvenor Centre Shopping Centre Event**  
- Monday 17th December 2018 (5-8pm)

On both evenings the BID will be hosting entertainment to welcome shoppers and visitors into the town centre.

### Discover Northampton Christmas Magazine

Our Christmas magazine will be delivered to 30,000 homes in October and November and is packed with vouchers and special offers submitted by town centre businesses, as well as news and Christmas updates.

Copies of this magazine will be delivered to all town centre businesses in November.

If you would like to be featured in the next edition please let us know.

All town centre businesses are invited to submit editorial and money off vouchers.



### Shop Local

In the lead-up to Christmas we will be running a social media campaign to encourage people to shop in Northampton town centre.



If you would like to be featured we will come and take a photo and tag you into social media posts. Please speak to our BID Host, Kimberley or contact the BID team at [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

### Christmas Windows Competition

**Make sure you sign up to take part in the BID's new Christmas Windows Competition.**

The Chronicle & Echo will be promoting all the businesses that sign up.

We will have one overall winner for the whole of the town centre, as well as street and area winners and we will be commissioning a photographer to take pictures of all the participating businesses.

Register by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) before the **15th November 2018**.

All windows need to be set up for the **15th November 2018**, and the BID photographer will be visiting all participants on the **16th November 2018**.

The public will be encouraged to vote via both the BID Facebook Page and also via the Northampton Chronicle and Echo, with the deadline for voting will be **7th December 2018**

[www.northamptonbid.co.uk/christmas-northampton-town-centre-2018](http://www.northamptonbid.co.uk/christmas-northampton-town-centre-2018)



# Our plans for Christmas 2018

## Northampton Christmas Prize Draw

For this year's Northampton Christmas Prize Draw we will have five post boxes - located in the Grosvenor Centre, Market Walk Shopping Centre, Gold Street Mews, The Guildhall One Stop Shop and the Royal & Derngate.

Prize draw entry forms are included on the back page of our new Discover Northampton Christmas magazine, which is being delivered to 30,000 homes in November. Shoppers simply need to cut these out, fill them in and post them in one of our town centre festive post boxes.

Or shoppers can enter online, simply by visiting [www.northamptonbid.co.uk/christmas-prize-draw](http://www.northamptonbid.co.uk/christmas-prize-draw)

The prize draw will take place on **Monday 10th December 2018**.

There will be five winners, each winning one £200 voucher to spend at the town centre business of their choice.

There will be two additional prizes up for grabs for people who enter via the branded post boxes, rather than online. These will be:

- **1 x family ticket for 'The Worst Witch' at the Royal and Derngate (2 adults and 2 children)**
- **1 x entry for six people at Trapp'd Northampton**



## Christmas dates for your diary

### **Saturday 24th November, 12noon-4pm:**

Paw Patrol meet and greet shoppers in Market Walk Shopping Centre, courtesy of Northampton town centre BID. This will be followed by the official lights switch-on, on the Market Square at 5pm.

### **Saturday 1st December, 11am-3pm:**

Music on the Market

### **Sunday 2nd December, 11am-4pm:**

Frost Fair on the Market Square

### **Saturday 2nd December, 1pm:**

Christmas Parade along Abington Street, finishing on the Market Square

### **Thursday 6th December, 5-7pm:**

Market Walk Shopping Centre Event

### **Saturday 8th December, 11am-3pm:**

Market Square Entertainment

### **Saturday 15th December, 11am-3pm:**

Market Square Entertainment

### **Monday 17th December, 5-8pm:**

Grosvenor Centre Shopping Centre Event

*The Christmas Lights switch-on, Music on the Market, Frost Fair and Christmas Parade are activities organised by Northampton Borough Council.*

## Monthly Meetings

Come and share your ideas. You can meet the BID team and fellow town centre businesses and ensure your ideas help shape the future of our town centre.

These meetings, all on Wednesdays, will also include an update on town centre footfall and sales information from participating businesses.

### • **21st November, 6pm-7pm**

### • **28th November, 7.30-9am**

Venue: BID Offices, Town Centre House, Mercers Row, Northampton, NN1 2QL.

## Northampton Town Centre Ltd

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

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