

# Northampton TOWN CENTRE BID

For the businesses by the businesses

## Your Business Improvement District

October 2017 Issue

### Golden Ticket is back

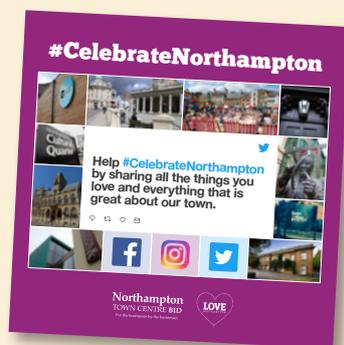
Three prize draws, 12 winners, at least 13 post boxes and lots of great publicity for our town. The BID's festive campaign Golden Ticket is back for the fifth year running – with shoppers being enticed into Northampton town centre with our £3,000 Christmas prize draw.



There will be lots of promotion around Golden Ticket, so make sure you get involved and encourage your customers to enter - **turn over for all the details.**

### #CelebrateNorthampton Toolkit

Your very own **#CelebrateNorthampton Toolkit** is enclosed - so please you get involved, get social and start sharing all the positive things about Northampton town centre.



### Monthly Business Events

Keep informed, have your say and shape the future of Northampton town centre. Attend one of our monthly BID business events. The next ones are scheduled for Wednesday, 25th October and 22nd November 2017. Choose from 9.30-10.30am or 5pm-6pm and meet at our BID offices on Mercers Row.

Email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) for details.

### Town Centre Summit - make sure you are coming

All town centre BID levy payers are invited to the Town Centre Summit, being hosted by John Griff (BBC Radio Northampton) at the Park Inn by Radisson on Wednesday, 1st November.

#### EVENT TIMINGS

6.00pm	Arrival, refreshments
6.25pm	Take your seat at the tables in the Buckingham Suite
6.30pm	Summit begins with 'Question Time' style debate, chaired by John Griff (BBC Radio Northampton)
9.00pm	Close

Your opportunity to ask questions from key organisations which work to drive our town centre forward:

- Leader of Northampton Borough Council.
- Leader of Northamptonshire County Council.
- Chair of Northampton town centre BID.
- Key representatives from Northamptonshire Police, The University of Northampton and the Grosvenor Centre.

RSVP online by 28th October: [www.NNsummit.eventbrite.co.uk](http://www.NNsummit.eventbrite.co.uk)

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

[@NorthamptonBID](https://twitter.com/NorthamptonBID) [f/NorthamptonBID](https://www.facebook.com/NorthamptonBID)

Make sure you RSVP online:  
[www.NNsummit.eventbrite.co.uk](http://www.NNsummit.eventbrite.co.uk)

### Street Circus

Our one-day Street Circus wowed the crowds at the end of September. The atmosphere was incredible, as street performers and circus acts took to the Market Square, All Saints Church piazza and did walkabout in Northampton town centre. Check out our BID Facebook album for all the photos and footage.



Your BID

*For the Businesses by the Businesses*

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

## Christmas in Northampton Town

Golden Ticket winners will be unveiled at midday during live Saturday events on the Market Square in December, on the 2nd, 9th and 16th.

There will be a total of 12 winners (four a week) with each receiving £250 of gift vouchers to spend in up to five town centre businesses of their choice.

The winning vouchers must be spent here in the town centre and each winner must spend at least £100 of their winnings in independently owned businesses.

Thank you to all the businesses who have come forward and offered to host a Golden Ticket post box this year:

- **A Plan Insurance**, Abington Street
- **Bonds the Jewellers**, St Giles Street
- **Cheyne Walk Club**, Cheyne Walk
- **The Creative Cupcake**, Gold St Mews
- **Grosvenor Centre**
- **Market Square News**, Market Square
- **Market Walk Shopping Centre**
- **NN Contemporary**, Guildhall Road
- **Royal & Derngate**, Guildhall Road
- **Sheinman Opticians**, Abington Street
- **St Gyles jewellers**, St Giles Street
- **The Dressing Room**, Ridings Arcade
- **Voni Blu**, Castilian Street

Golden Ticket entry forms will be delivered to all town centre businesses in November and will be printed in in the BID's Discover Northampton Christmas magazine.

## Mystery Shoppers en route

This October and November the BID is working with a national company to undertake mystery shopping visits to businesses within the town centre.

Participants will receive a report and be invited to an awards event in January 2018.

There is no cost to take part.

Please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) before the 27th October 2017

## Meet the BID board

At September's AGM **Jessica D'Aulerio**, from Tangerine Red, was reappointed Chair of the BID, with **Dan Roberts** from Cottons Chartered Accountants appointed Vice Chair.



**Jessica D'Aulerio**

We welcomed four new directors: **Donna French**, Store Manager of Marks & Spencer, **Leon Decommun Dit Verron** of Greggs, **Miral Thakarar** of The Guildhall Hotel and **Peter Gaynor**, Legal and General, Grosvenor Centre.



**Donna French**

These new faces join our existing directors who are:

- **Brendan Bruder** (Abbey Ross)
- **Richard Clinton** (Northampton Theatres Trust Royal & Derngate)
- **Andrew Cruden** (Market Square News)
- **Damian Gawal** (independent)
- **Alan Harland** (AK Harland)
- **Cllr Jonathan Nunn** (Northampton Borough Council)
- **Jake Richardson** (Richardson Group)
- **Andrea Smith** (Franklins Solicitors)
- **John Sheinman** (Sheinman Opticians)
- **Gavin Willis** (Gavin Willis Creative Marketing Ltd)

If you are a town centre business and BID levy payer and would like to get more involved please contact the BID Manager Chris Barker by emailing: [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or speak to one of our town centre BID Hosts.

## Cleaning

Our targeted cleaning included Bridge Street, Derngate, Castilian Street, Hazelwood Road, Sheep Street, Abington Street, Dychurch Lane and The Ridings. The BID continues to work with the council to provide additionality to their statutory cleaning services.

Ten new litter bins with fitted ashtrays have been installed in the town centre.



# Northampton Town Centre Ltd

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

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