

Shop Local Showcase

The BID's new 'Shop Local Showcase' project is a dedicated online area packed with stories from and about you, our town centre businesses.

All town centre BID levy paying businesses are invited and encouraged to take part. This is a unique opportunity to promote your business throughout November's lockdown and beyond.

Thank you to all the businesses that have already supplied us with stories, photos, and information. These are already online. Please keep your stories coming. We will publish them all.

Whether you want to promote Christmas gifts, online events, new trading information or simply explain to your customers how you are adapting during lockdown, this is your opportunity.

What can I promote?

The BID will promote all your business news – special offers, festive events, planned promotions, new product launches. Perhaps you are recruiting and want to spread the word or are celebrating a business milestone and want support promoting this? Whatever your news, let us know.

How do I get involved?

Please email your stories, news, photos and more to promotions@northamptonbid.co.uk

We will upload them all on to our new 'Shop Local Showcase' and then share your showcase stories via press releases and our Northampton BID social media channels.

You too can promote your stories – by sharing your Shop Local Showcase stories via your own social media channels and website and tagging in NorthamptonBID We will continue to add and share stories throughout November and December.

Please also take this opportunity to tell your customers about the BID's new 'Phone or Click & Collect' service. Shoppers can read all about you, place orders and then collect at the dedicated unit in St Giles Street.

Why are the BID doing this?

Our remit is to support you, our levy payers and this campaign is designed to boost your profile and encourage the public to shop and do business with you. Our message to the public throughout this period is: 'Shop Local, Shop Safe, Rediscover Northampton'. For details visit: www.discovernorthampton.co.uk/shop-local-showcase



CULTURAL QUARTER
CULTURE AND LEISURE

Stir-up Sunday at Northampton Museum & Art Gallery

Stir-up Sunday: Christmas puddings and desserts with Carrots. Northampton Museum and Art Gallery was set to open this...



ABINGTON STREET
HEALTHY AND BEAUTY

Daniel Granger Hairdressing – planning during lockdown

The team at Daniel Granger Hairdressing, Abington Street, will keep working during November's national lockdown – contacting all...



CULTURAL QUARTER
CULTURE AND LEISURE

The 20th anniversary of Diwali Lights celebrations is heading online

Northampton residents are invited to take part in a virtual celebration of the annual Diwali festivities on Saturday...

Business Guidance

How to use the Phone or Click & Collect service

- This scheme is open to all businesses located in the Northampton Town Centre BID area
- Take your customer order either online or by phone
- The customer should make the payment directly with you
- Discuss with your customer the date and time they would like to collect their order from the BID's **Phone or Click & Collect** unit on St Giles Street.
- Please inform your customers about parking and advise them to bring photo ID (driving license or passport) if they are buying an age restricted product
- Securely wrap your product
- DOWNLOAD a DELIVERY FORM from www.discovernorthampton.co.uk/phone-or-click-collect and COMPLETE IT FOR EACH PURCHASE

PHONE OR CLICK
& COLLECT

Northampton
TOWN CENTRE BID

(If there are multiple products for one customer, unless they are all wrapped together, each product will need its own delivery form)

- Take the product/s to the BID's **Phone or Click & Collect** unit (during its opening times – Monday-Friday, 9am-5pm)
- Products will not be accepted without a Delivery Form
- Your customers will be asked to sign this form when they collect their order/s
- Delivery Notes will be returned to you after lockdown.
- Your BID Team is here for you. Phone the 'Phone or Click and Collect' Unit on 07885811626.

Northampton
TOWN CENTRE BID

BID RENEWAL

2021 - 2026

VOTE 'YES'

Have your say on the future of Northampton Town Centre

Northampton TOWN CENTRE BID For the businesses by the businesses



We are now in the final stages of pulling together the BID Business Plan for the next five year BID period after reviewing business priorities which have changed since the start of the planning stage at the start of the year.

Andrea Smith, Co-Chair of the Northampton BID and Partner at Franklins Solicitors LLP, said: 'The challenges we have been through over the last few months have highlighted the importance of businesses working collaboratively through the BID. Without the efforts of the BID we certainly would not have had the support we have received across the town centre.

"Although it may be difficult to see now, I believe that more opportunities have been created for us to shape the future of the town centre to support business ambitions and future investment."

The plan will be finalised in November and the ballot will take place in February. Look out for our dedicated ebulletins about renewal.



This year's plans have understandably had to change and COVID-19, as we all know too well, continues to impose enormous challenges on businesses.

Our remit is to support you, our levy payers, and the following projects that your businesses can get involved in are designed to help you continue to operate (albeit by delivering differently,) boost your profile and encourage the public to shop local and do business with you.

Our message to the public throughout this period is: 'Shop Local, Shop Safe, Rediscover Northampton'.

Your BID Team is here for you. Please contact Mark Mullen, BID Operations Manager on **01604 837766** or info@northamptonbid.co.uk

Shop local during lockdown – new 'Phone or Click & Collect' service launched

PHONE OR CLICK
& COLLECT

Northampton
TOWN CENTRE BID

Northampton town centre BID is committed to encouraging people to continue to shop locally and we are here to support town centre businesses and to help them continue to trade.

Although non-essential retailers have been forced to close their doors during November's lockdown, the government has confirmed that they CAN remain open for customer deliveries and click-and-collect.

For this reason and to enable retailers to continue trading – despite most having to close – the BID has opened a new 'Phone or Click & Collect' unit at number 64 St Giles Street, Northampton.

Supporting our local businesses has never been more important and this new scheme means businesses will be able to continue trading during this second national lockdown, albeit in a different way.

Customers can continue to place and pay for orders directly with town centre businesses (online or via the phone rather than in person), but instead of having to visit multiple stores to collect their orders they will be able to pick up all their shopping from one location – at the BID's unit on St Giles Street.

Businesses will be required to parcel up and label the orders and drop them off at our St Giles Street unit for collection

With challenge comes opportunity and we are confident this new service will help businesses to keep trading and people to continue shopping local.

This **Phone or Click & Collect** service has now started and will operate Monday to Friday 9am – 5pm during lockdown.

For customer and business guidance please visit: www.discovernorthampton.co.uk/phone-or-click-collect

Turn to the back page to find out more about our Phone or Click & Collect service.

BID website

Earlier this year we relaunched the BID website to improve the navigation, user experience and overall feel and flow and to introduce new features such as our online business directory.

In recent weeks we have also been working on a new area of the site – aptly named Rediscover Northampton, which focuses on everything from our town centre's exceptional culture and heritage to our professional services, health and leisure, food and drink and retail offerings.

View the site here: www.discovernorthampton.co.uk/rediscover-northampton

Our Shop Local Showcase forms a key part of the Rediscover Northampton area of our website.



Christmas lighting

Two trees in All Saints Churchyard will be decorated with white lights to enhance the appearance during the evenings. These will complement the existing lights on Fish Street which are switched-on on a permanent basis. The BID continues to brighten up areas in locations previously needing some extra light with 19 Christmas motifs including College Street, Wellington Street and St Giles Terrace.

Northampton BID Festive Prize Draw

The BID is giving away **£2,000** of shopping vouchers to **20 winners** with prizes of **£100 each** over four prize draws.

To boost the profile of all town centre businesses we have launched an all new Festive Prize Draw for 2020.

Shoppers are invited to enter online. All 20 winners will receive £100 to redeem in two town centre businesses of their choice: £50 in a national business of their choice and £50 in their favourite, independently owned business.

This Northampton BID Festive Draw is designed to encourage people to Shop Local, Shop Safe & Rediscover Northampton.

All your customers need to do is complete a simple online form and answer one question to tell us what their favourite shop or business is in the town centre.

Customers can enter for each draw

Prize draw dates: 7th December, 14th December, 4th January, 11th January

Please share these details with your customers. www.discovernorthampton.co.uk/northampton-bid-festive-draw/



Keeping visitors safe – additional policing



Additional policing has been lined up for Northampton town centre - funded by the BID to tackle retail crime and anti-social behaviour.

We are delighted to be funding this additional support of two part time officers who are now working three days a week every Thursday, Friday and Saturday, supporting the BID and our town centre businesses to promote and nurture a safe and secure town centre. The officers are totally dedicated to Northampton town centre, providing reassurance and engagement patrols.

The officers are providing a valuable and additional presence in our town centre, focussing on hot spot areas, and offering support and a point of contact to resident businesses.

The additional Northamptonshire Police officers are working in partnership with agencies including outreach workers, neighbourhood wardens, community safety and engagement officers.

Business Heroes – have you nominated anyone yet?



We are all too aware that COVID-19 has placed extraordinary demands on Northampton town centre shops, businesses and staff – and yet, all thanks to the incredible dedication, courage, determination, and commitment of people working and trading in the area, it continues to be a special and unique destination.

That is why Northampton town centre BID is recognising and celebrating the most inspiring individuals in our town centre – our 'Business Heroes'.

During these extraordinary times, we are regularly showcasing workers and business owners within the BID area who have gone above and beyond during the pandemic.

Please get in touch with your nominations – it could be a colleague or even yourself!

Find out more about Business Heroes here: www.discovernorthampton.co.uk/business-heroes

Cleaning and planting

The BID continues to be committed to help improve the town centre experience which will be extremely important to get ready for when people return after lockdown. Targeted gum removal is being explored to clean up high footfall areas such as Gold Street. Additionally, seven planters on Abington Street will be tidied up and filled with winter plants to help improve the look of this area.

NTARS

NORTHAMPTON TOWN ANTI-SOCIAL BEHAVIOUR REPORTING SCHEME

Another key role for the officers is to support the BID with its Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) - a crime and anti-social behaviour intelligence sharing app launched by the BID in partnership with the Northampton Business Crime Partnership (NBCP).

The scheme, which the officers will promote and support, is a bespoke programme designed to enable BID levy paying businesses to collate and share intelligence on anti-social behaviour and 'low level crime'.