

# Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business  
Improvement District

## Annual Report 2019/2020

2019 marked the ninth year of Northampton town centre Business Improvement District (BID) – and the fourth year of the BID's second term. Our BID funded projects have had a positive impact in the town centre.

Here we look back at a busy 12 months and the BID's 2019 highlights and achievements...

### Vision

BIDs allow businesses in a defined area and business sector(s) to vote on which additional services they want to invest in, to improve their trading environment.

Northampton town centre BID's vision (2015-2020), through a business-led programme of investment, has been:

*'To develop the town centre into a quality destination with a clear identity, which provides opportunities for good quality retail niches, specialists and independents, which respects and nurtures its professional services, celebrates its attractive, diverse leisure and cultural offer, builds upon the town centre's heritage and looks to the future.'*



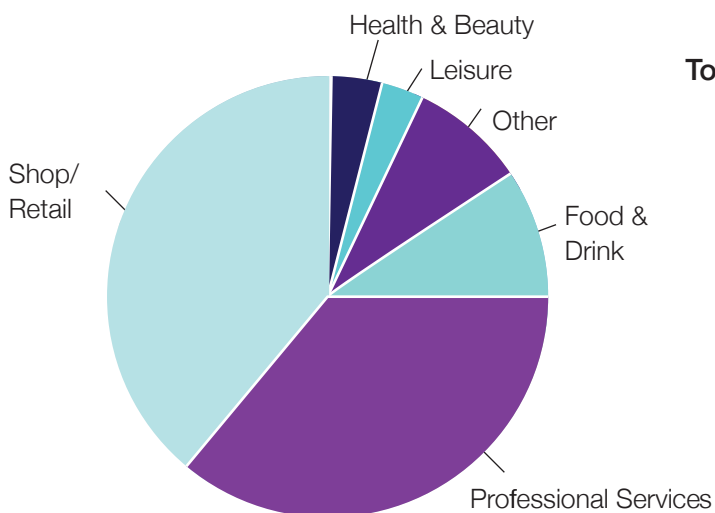
[www.northamptonBID.co.uk](http://www.northamptonBID.co.uk)

## The BID Team

Mark Mullen is the BID Operations Manager and is supported by BID Project Support Executive Kimberley Herbert and BID Host Bailey Earl. In 2019 the team have made over 5,000 visits to businesses and assisted over 3,500 town centre visitors.



## Breakdown of Business Sectors



**Total businesses: 667**

# PROMOTION

**Objective 1: To develop, build awareness and promote, locally and regionally, the identity of Northampton Town Centre and the strengths of its different business sectors; retail, health and beauty, culture, leisure and professional services.**

Positive media headlines, a news-packed website and a year-round social media campaign have enabled us to boost the profile of Northampton town centre and the businesses based here. To keep our BID businesses up to date we also send out weekly e-newsletters and print quarterly newsletters.

Our targeted campaigns have included:

- **Independent Retailers Month**
- **Purple Flag** – to promote night-time businesses
- **Small Business Saturday** – a social media campaign designed to encourage people to shop local.
- **Living Advent Calendar** – to promote Christmas events throughout December.
- **Food and drink** – to throw the spotlight on our array of food and drink businesses via our directory, printed and distributed to 5,000 people and promoted to university students.

**Social Media:** We tweet and post throughout the year and ramp up our messaging to coincide with events and national campaigns.

**In the last year followers have increased:**

 **↑ 500 = 1,200**

 **↑ 280 = 4,860**

 **↑ 600 = 2,100**

We tweet and post from @NorthamptonBID throughout the year and our YouTube channel is packed with films about businesses, the BID and our town centre.





# PROMOTION

## Easter Shoe Trail

Over 50 businesses joined in our Easter trail, displaying shoe-themed posters in their business windows – a project designed to encourage shoppers to explore the town centre.

## Shoe Plants

More than 50 businesses displayed a shoe themed 'Shoe Plant' in their windows and receptions. This project helped the town centre achieve a gold Northampton in Bloom award.

## Northampton Memories

The BID, supported by Northamptonshire County Library, took a step back in time to celebrate the town centre's heritage. Over 60 businesses signed up and displayed photos of their shop fronts from years gone by, dating as far back as the 1800s.







## Golden Ticket

Approximately 4,000 shoppers entered our six-week Golden Ticket competition in 2019.

Each received £500 worth of vouchers to spend in one national and one independent business. The businesses selected were: Debenhams, Boots, Office, Vintage Guru, Steffans Jewellers, St Giles Cheese and Abraxas Cookshop.

## Free Christmas Parking

We approached the Borough Council to propose free Saturday parking and the council agreed to share the cost. The four Borough Council car parks were FREE on the five Saturday's leading up to Christmas Day.

To coincide with Grosvenor Shopping's four, festive late opening evenings, we co-funded free parking.

## Windows Competition

40 businesses signed up this year and the Chronicle & Echo newspaper again supported us, promoting all those that took part.

For the second year the overall winner was **Vintage Guru**.

Area winners were:

- Northampton Hope Charity Shop
- Café Track
- Lush
- Xchange 4 Cash

In 2019 votes were up by 1,500 votes (compared to 2018), with 3,836 votes cast in total. Our Facebook album reached more than 30,000 people.



## Christmas Characters

Nearly 1,500 children and their families queued up to meet Peppa and George on the day of the Christmas lights switch-on. A week later, to coincide with the Borough Council's Frost Fair (supported by Vintage Guru), Peter Rabbit™ and Paddington™ met and greeted families.



# EXPERIENCE

**Objective 2: To create a sense of 'Place' for visitors and people working in the town centre.**

## BID Hosts, Radio Links and Body Cams

The BID's uniformed duo are Kimberley (BID Project Support Executive) and Bailey (BID Host), whose role includes supporting project delivery, training businesses on NTARS, patrolling the town centre, liaising with businesses and welcoming visitors into the town centre.

Kimberley and Bailey are equipped with radios, which connect them to the CCTV Operations, and body cams which capture footage that can be used as evidence by the Police.



## Bringing Businesses Together

Our Tackling Business Crime Workshops, held in June, allowed businesses to get together and meet representatives from the Police, Borough Council and other agencies.

## Window Vinyls

We continue to improve the appearance of the town by working with the local managing agents. Once permission has been obtained from the property owner, vinyls are installed into empty units.

## Our Shoe Sculpture Journey

Northampton Borough Council and Northampton BID are delighted to be working in partnership with local shoe manufacturers to **#CelebrateNorthampton**.

Take a look at the step by step creation of the sculptures. You will start to see these works of art located all over Northampton. Each sculpture will be decorated by different artists.

**TO LET**  
ALL ENQUIRIES

**Chown**





## Community Safety Days of Action

These events, courtesy of Northampton Community Safety Partnership and Northamptonshire Police, were supported by the BID – giving the public a forum to ask questions and gain important safety information.

## Sharing Business Crime Intelligence

We now have over 100 town centre businesses signed up to our new crime and ASB intelligence sharing app.

Funded by the BID, our Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) is a bespoke programme designed to enable Northampton town centre levy paying businesses to collate and share intelligence on anti-social behaviour and 'low level crime'.

We have partnered with Northampton Business Crime Partnership (NBCP) to run this app, which directly feeds into the Northampton Borough Council's ASB Case management team and Outreach team as well as into NBCP, who are based within Campbell Square Police Station.

NTARS has been successfully audited by the National Business Crime Partnership and has been accredited by Secured By Design, a police security scheme.

## Event Support

The BID provided valuable support and sponsorship to key town centre events, including Northampton Music Festival, Northampton Carnival and the Diwali celebrations and parade. Turn over to find out more.



**NTARS**  
NORTHAMPTON TOWN ANTI-SOCIAL  
BEHAVIOUR REPORTING SCHEME





## Street Circus

2019 brought in the biggest crowds to date, with talented performers wowing the crowds all day.

## Northampton Music Festival

The town centre came alive with the sound of music during a Sunday in June - as Northampton Music Festival (NMF) took to a number of stages.

The BID was delighted to again sponsor and support this event.

Throughout the day the BID Hosts welcomed visitors and handed out more than 1,200 of our new Food & Drink Directories - to encourage music-lovers to explore the town centre and pop into bars, cafes, restaurants and venues during the festival.



# BUSINESS GROWTH AND INVESTMENT

**Objective 3: To encourage growth, development and investment of businesses which complement and build on the strengths of Northampton Town Centre.**

## Mystery Shopping

Northampton town centre businesses were praised for their excellent customer service, with more than 65 companies receiving top awards at a ceremony held at Borjia, Castilian Street.

Sponsorship was generously provided for the drinks reception and buffet by Matchbox Café and A-Plan Insurance.



## Northampton Forward

The BID is a key partner in the Northampton Forward Consortium, working together to bid for Future High Street funding and on the master planning for our town centre.



## Footfall

The BID conducts a weekly Sales and Footfall Monitor which is sent to participating businesses.

## Meet the Directors

Thank you to all our Directors who volunteer their time – without any remuneration – to steer the BID and ensure that all projects and BID events are in line with the business plan objectives that businesses voted for.

- **Alan Harland** Alan K Harland, Project Development Consultant
- **Andrea Smith** Franklins Solicitors LLP
- **Andrew Cruden** Market Square News
- **Brendan Bruder** Abbey Ross Property Consultants
- **Dan Roberts** Cottons Accountants LLP
- **Findlay Kelly-Jeans** Finn & Co
- **Gavin Willis** Gavin Willis Creative Marketing Ltd
- **Jake Richardson** The Richardsons Group
- **James Roberts** Grosvenor Shopping
- **John Sheinman** Sheinman Opticians
- **Kerry Reynolds** Metro Bank
- **Michella Dos Santos** Magic Bean Emporium
- **Cllr Jonathan Nunn** Northampton Borough Council
- **Sali Brown** Chelton Brown
- **Sarah Grinsted** The Entertainer
- **Terry Steers** St Giles Ale House

We encourage all businesses to take an active interest in determining priorities and planning projects to meet the aims of the BID plan. If you would like to attend any of our sub-groups, would be interested in becoming a director or have suggestions for future BID projects then please get in touch.



From left: Mark Mullen, Andrew Cruden, Kerry Reynolds, Andrea Smith, Sali Brown, Brendan Bruder, Sarah Grinsted and Alan Harland.



# BID RENEWAL

## BID Renewal

We are beginning the process of renewing the Business Plan for the Northampton Business Improvement District for a third term. A BID can only last five years and this one ends in December 2020.

Over the last nine years we have achieved a lot together, but in these uncertain times we need to ensure that we create a new business plan which will be fit for purpose for the next five years, allowing us to build upon what we have already achieved and ensure that our businesses can take advantage of the new opportunities which are emerging in Northampton.

We would like all businesses to get involved in shaping the new plan and so there will be many opportunities to give us your thoughts and ideas for the future. Besides the surveys there will be one-to-one interviews, various events and workshops or you can contact Mark your BID Operations Manager who will be more than happy to come along and discuss your thoughts with you.

If you would like any information about the renewal then please do not hesitate to contact the Northampton BID Operations Manager, Mark Mullen on 01604 837766 or email [mark@northamptonbid.co.uk](mailto:mark@northamptonbid.co.uk) or go to the survey on the BID website [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk).

## Paying your BID Levy

Every business in the Northampton town centre BID area is required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition. Northampton Borough Council is contracted by Northampton town centre Business Improvement. You can pay the levy in the following three ways.

Please always quote your BID account reference.

This is a nine-digit number starting with a 7.

**By debit or credit card:** telephone 0845 372 1745 or online [www.northampton.gov.uk/payments](http://www.northampton.gov.uk/payments)

**Online:** by creating a new Payee Northampton Borough Council and using the following account details; Barclays Bank, sort code 20-17-68 account number 70509035.

If you have any questions regarding your levy payment, please contact the Business Rates office at Northampton Borough Council.

Telephone: 0300 330 7000 (Option 1 for Business Improvement District Levy) Email: [businessrates@northampton.gov.uk](mailto:businessrates@northampton.gov.uk)

To get more information about how to get involved with BID projects contact the BID team on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## BID Financials 2019/2020

Businesses in Northampton town centre BID area pay a levy which is used to pay for the projects and services provided by Northampton Town Centre Ltd.

In 2019/20 the BID has worked with a total budget of £368,252. This is based on the total levy contribution. Additionally we have levered over £49,000 of match funding and in-kind support.

The following figures show the actual and committed expenditure for the current financial year to 31/03/2020:

*Unaudited accounts including estimated accruals as at January 2019*

Income	
Levy	£309,327.85
Voluntary Contributions	£300.00
TOTAL	£309,627.85

Expenditure	Budget	Actual
Promotion	£87,535	£96,162
Experience	£113,779	£131,989
Business Growth & Investment	£13,624	£18,012
Central Admin & Overheads	£84,362	£47,188
Levy Collection costs	£9,735	£9,732
Contingency	£59,217	£59,217
TOTAL	£368,252	£362,300

The final accounts for 2019/2020 will be prepared in April 2020 and will be available for BID members to review and discuss at this year's Annual General Meeting on the 24 September 2020.

## Plans for 2020

We are looking forward to the next nine months, where we will continue to work with key partners to drive projects that are important to BID businesses, in line with the BID Business Plan.

We will be encouraging all businesses to get involved in the BID renewal, consultations and workshops so we can continue to deliver a successful BID over the next five years.

## Northampton Town Centre Ltd

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