

Christmas Windows Competition

The Northampton town centre Christmas Window Competition returns for a second year, with businesses challenged to embrace the festive spirit and decorate their shop fronts.

Once again there will be an overall winner for Northampton town centre and also winners for the following town centre areas:

- Abington Street
- Bridge Street, College Street, Gold Street & Gold Street Mews
- Sheep Street, The Drapery & The Parade
- Grosvenor Centre & Market Walk
- The Cultural Quarter (Derngate, George Row, Guildhall, The Ridings & St Giles Street)

Here are our key dates:

Friday, 29 November, 5pm - register to enter
Tuesday, 3 December - our photographer will take two photos of each window display.

Thursday, 5 December - our Facebook album will be launched and the public invited to vote for their favourites.

Tuesday, 17 December, 9am - voting on Facebook closes

Wednesday, 18 December - winners will be announced by 12 noon.



Free Christmas Parking

Shoppers will now be able to enjoy free parking in the lead up to Christmas - thanks to Northampton Business Improvement District (BID) and Northampton Borough Council (NBC).

The BID and council are co-funding this initiative, which will mean free parking in the town centre's three NBC car parks on the following **Saturdays: 23 November (the official lights switch-on), 30 November and the 7, 14 and 21 December 2019.**

Also, the BID and NBC will provide FREE parking from 5.30pm on:

Thursday 19, Friday 20 and Monday 23 December.

This will coincide with the Grosvenor Shopping centre's late opening evenings (shops are opening until 7.30pm).

Sundays are already free so this means there will be free parking during the four weekends leading up to Christmas.

Christmas is a key trading period for so many of our businesses and we know that car parking charges do influence where people choose to shop and spend their money in the lead up to Christmas.

When the BID approached the council to propose free Saturday parking for Christmas the council immediately offered to share the cost. This is an example of the power of partnership, working together to benefit businesses and shoppers.

The BID is now urging town centre businesses to make the most of the free late-night parking evenings and additional footfall by extending their opening hours.



Get in touch by contacting us

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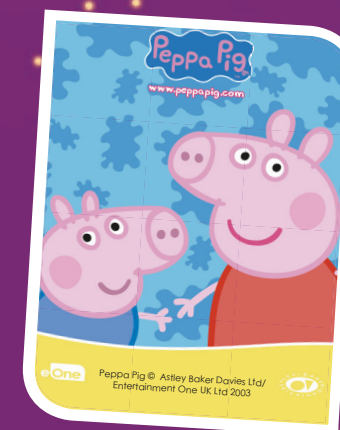
NOVEMBER 2019

Free events for the whole family, the return of our Golden Ticket and a Christmas windows competition - find out what we have planned for Northampton town centre...

Peppa Pig and George

Saturday, 23 November, 11.15am-4.45pm

Children's favourites Peppa Pig™ and George™ will be entertaining families in the lead-up to Northampton's Christmas light switch-on. The duo will be meeting and greeting families at separate intervals from their base in the Grosvenor Centre on the first floor, next to Primark. Afterwards, shoppers will be able to pop along to the Market Square for the Northampton Borough Council's official lights switch-on at 5pm, where Peppa Pig™ will be on stage.



Peter Rabbit™ and Paddington™

Sunday, 1 December, 11am-4pm

Bring your little ones to the Grosvenor Centre where they'll have the chance to meet their favourite characters:

Peter Rabbit™: 11am, 12.20pm, 1.40pm & 3pm

Paddington™: 11.40am, 1pm, 2.20pm & 3.30pm

Don't forget to bring your cameras!
 (Igloo Cinema Unit, first floor, next to Primark)



Golden Ticket Christmas competition

Our Golden Ticket competition is back - with families and friends across the county encouraged to shop in Northampton town centre, complete and post a Golden Ticket in one of the BID's specially branded post boxes and be in with a chance of winning shopping vouchers.

3 November - Golden Ticket post boxes will be in place, with the competition set to be launched at the Northampton Borough Council fireworks display.

Talk to our Hosts to collect your Golden Tickets and posters.

Twenty businesses are hosting a Golden Ticket postbox and the prize draw will take place on **14 December.**

Make sure you encourage your customers to enter. Winners will be able to choose where to spend their winning vouchers, so urge them to enter and to choose your business if they win.



FREE PARKING THIS CHRISTMAS
 Turn to the back page to find out more

NTARS

NORTHAMPTON TOWN ANTI-SOCIAL BEHAVIOUR REPORTING SCHEME

Find out more:
www.northamptonbid.co.uk/ntars

The BID's new Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) has been designed specifically for the BID to enable businesses in our town centre to share and report anti-social behaviour (ASB) and 'low level crime'.

NTARS feeds into Northampton Borough Council's ASB Case Management Team, the NBC Outreach Team and Northampton Business Crime Partnership (NBCP) based at Campbell Square Police Station.

Businesses signed up to the scheme can report ASB such as beggars and street drinking, as well as 'low level crime' including environmental criminal damage, graffiti and fly-tipping.

SMALL BUSINESS SATURDAY

7TH DECEMBER

Small Business Saturday

Small Business Saturday takes place on 7 December 2019 – a unique opportunity for our small, independent businesses in the town centre.

Some small businesses are in direct competition with Black Friday sales, so this is an opportunity to get ahead and remind people about the event in advance.

Top tips:

Email: Tell your email subscribers about your promotions and deals for Small Business Saturday (and invite them to participate and add it to their calendars).

Social media: Let your target audience know what special deals and events you have and consider some sponsored content across your social channels (Facebook and Instagram).

The BID is also planning a social media campaign, so get involved by liking and sharing. Use the hashtag #CelebrateNorthampton and at least one of these:

- #SmallBizSat
- #ShopSmall
- #SmallBusinessSaturday

Saturday, 7 December: in collaboration with Northampton Borough Council and the Federation of Small Businesses we will be holding a networking event at 7.30am at Café Track (on the Market Square). More details to come.

Northampton Forward Update

A new masterplan setting a vision for the transformation of the town centre has been published. It's creation and development has been overseen by Northampton Forward, of which Northampton BID is a key player.

Key interventions include:

- Market Square improvements
- The closure of Greyfriars road to improve pedestrian links and create a linear park, along with mixed-use, residential-led development
- Former County Council offices in Guildhall Road to be refurbished to increase cultural uses
- Abington Place car park redeveloped for office or residential
- Mare Fair and Gold Street - residential development in the Gregory Street area, revitalisation of business along Mare Fair, enhanced shop fronts

The masterplan will also be used as one of the key supporting documents in Northampton's bid for Government support from the Future High Streets Fund.

Free Weekly Sales and Footfall Monitor

Sign up for these free reports. In return for submitting a weekly percentage sales figure, levy paying businesses receive an invaluable report containing the latest information on weekly footfall, local and national footfall and sales trends and the recently added breakdown of daytime and night time footfall data.

Figures remain confidential and will never be quoted as part of the report.

If you are interested in taking part in this scheme and receiving the weekly report, please contact info@northamptonbid.co.uk

Our Mystery Shopping Award Winners

Our Mystery Shopping Business Awards took place in September, with scores of businesses praised for their customer service. Businesses scoring 100% for customer service were presented with Service Excellence awards. There were also Gold and Silver winners, along with awards for the Most Improved and Most Consistent businesses.

Service Excellence

- A Plan Insurance
- Aflora Luxegifts
- Bang and Olufsen
- Brooklyn Pizza Bar
- Dychurch Lifestyle
- Eurochange
- Fine & Country Northampton
- G&E McIntyres
- George's Café
- Liana Fancy Dress
- Matchbox Café
- Northampton Filmhouse
- Olly Bs
- Thomas Cook
- Vonni Blu

Gold

- 78 Derigate
- Bohemian Finds
- Electromist
- iLet + iSell Properties
- Michael Jones Jeweller – Gold Street
- Northampton and County Club
- Northampton Health Store
- The Body Shop
- The Fragrance Shop
- The Market Tavern
- The Platform
- The Zipyard
- Thorntons
- Topshop/Topman
- Velo Haus
- Yorkshire Bank
- Zone Beauty Studio

Silver

- Abraxas Cookshop
- Bonds Jewellers
- Brownes Old Sweet Shop
- Café Track
- Chelton Brown
- Costa Coffee – Grosvenor Centre
- Eazzy Trade
- Franklins Solicitors
- Game
- Johnson Underwood

- Lush
- Market Square News
- Metro Bank
- Michael Jones Jeweller – Grosvenor
- Naked Hair & Beauty
- Pizza Express
- Royal & Derngate
- Shoe Zone
- The Bar With No Name
- The Entertainer
- The Wedgwood
- Trespass
- Quiz Clothing
- Waterstones
- Warhammer
- Xchange 4 Cash
- Zapato Lounge

The Most Improved Award

was presented to Xchange 4 Cash, while four businesses won

Most Consistent Award

(businesses which have maintained a gold award for the scheme's three years):

- Bohemian Finds.
- Brooklyn Pizza.
- George's Café
- Northampton Health Store

