

# #SHOEPLANTS

2018 sees Northampton town centre compete in both Britain in Bloom and East Midlands in Bloom, with judges visiting our town in July and August.

Last year residents and businesses in St Giles Terrace worked together to organise a planting of old shoes which they attached to railings, and placed on doorsteps and windowsills. This year the committee and partners wish to encourage more businesses in the town centre to get involved. This will create a positive buzz from shoppers and lots of social media.

Northampton Borough Council is supporting this project this year through the placement of a box in The Guildhall where residents can donate their old shoes.

Northampton town centre Business Improvement District (BID) is working with St Giles Terrace in Bloom, Buddies of Becketts and Northampton Borough Council and would like to encourage town centre businesses to participate?

## How can my business participate?

1. You can volunteer to host a planted pair of shoes in your shop window, windowsill or on your doorstep.  
Email the BID on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) before 31st May 2018.
2. You can create own display by sourcing and using a pair of shoes, plant them up and then place in your own window, windowsill or doorstep.  
See Top Tips on the reverse side of this leaflet.
3. Please have your shoes on display by 18th June.

If you would like to take part, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) and tell the BID if you would like a pair of shoes prepared and delivered, or will be creating your own display. The BID will then notify the Project committee.

**Availability is subject to demand.**

During June, July and August the BID Hosts will then be visiting businesses who have volunteered to take part and will take photos and add on to Instagram under the hashtag #SHOEPLANTS.

**Northampton  
TOWN CENTRE BID**

For the businesses by the businesses



**Remember to use the Hashtag #SHOEPLANTS**



# TOP TIPS FOR #SHOEPLANTS

**The Location:** Indoor or out – do you have a shop window, railing, windowsill or wall that could be a home for your #ShoePlants? If so, join in our green fingered tribute to shoetown as part of Northampton in Bloom from June 1<sup>st</sup> this year.

Last year community groups and businesses got involved. We fastened planted shoes to railings using cable ties and others sat happily on walls and windowsills and got lots of interest from shoppers and on social media all summer long. This year we'd love you to join in.

**The Shoes:** This is where you get to be creative – but we suggest something with a closed toe – that way the soil doesn't fall out and the plants don't dry out so quickly. Something in keeping with the personality of your business? We didn't find drainage holes necessary but if you plant a welly boot it might be a good idea.

**The Plants:** If your shoe is going to be indoors, pick a houseplant – think about the conditions – if it's going to get hot in a shop window think cactus or water frequently. Outdoors we had success using Succulents – they are pretty robust. Multipurpose compost is fine.



Take a picture of your ShoePlants and share the love on whatever social channels you are happiest – use #ShoePlants and we'll keep an eye out for it and share.

