

## THE BID IS YOUR BID – FOR THE BUSINESSES BY THE BUSINESSES

Northampton Town Centre Business Improvement District (BID) entered a new phase of development in 2014 with the appointment of local business owner Jessica D'Aulerio as its Chair in July 2014. Jessica, who owns Guildhall Road's Tangerine Red, a design and print company, has been a Director of the BID board since 2013.

"The BID was set up by local businesses, for local businesses. Working together, our aim is to improve the town centre so that it excels as a place to work, place to do business and a place to shop and visit.

When starting my business in 2012 one of our reasons for setting up in Northampton town centre was the presence of a BID. Like fellow town centre businesses, I want value for money and to ensure we meet the initial objectives voted for, including cleanliness and safety, marketing and promotion for the town centre and services which can save money for all the businesses located here.

We have a fantastic town centre, with lots to offer visitors and residents, so I am excited to be working with my fellow board members, all of us volunteering our time, to support resident companies and ensure Northampton's town centre and all those businesses based here thrive.

"We thought you would like to know a summary of some of the fantastic projects that the BID ran over Christmas to help promote Northampton. Have a read overleaf.



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The Northampton Town Centre BID relies on businesses throughout the town centre to help shape and prioritise the activities identified in the BID business plan, so I'd encourage anyone who's interested to contact us to find out how to get involved."

Jessica D'Aulerio,  
Chair of Northampton Town Centre BID

Our Northampton Town Centre BID only exists because of your support. The levy our town centre businesses pay each year is pooled into a collective pot which is worth around £2 million over five years. It is this pot of funding which makes all our BID events, initiatives and projects possible. So, if you want to have your say, attend any of our sub-groups or have suggestions for future BID projects then please get in touch with Chris Barker in the BID office by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or call 01604 837766.

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### RECRUITMENT OF TWO NEW TOWN CENTRE HOSTS

Our Northampton town centre Hosts started just before Christmas. They patrol the streets and act as a first point of call for town centre businesses and visitors. The duo are now on hand to liaise with the businesses, to provide information and support to shoppers, and to help the BID achieve its overall business plan objectives, which include ensuring we have a cleaner, safer and more secure town centre.

### MEET OUR HOSTS



Kimberley and Matthew are here to act as a first point of call for town centre businesses and visitors.

Russell Hall, the BID Board Champion for the Hosts, said: "Having our new Hosts on board, who are looking after and supporting both businesses and shoppers, is excellent news for Northampton town centre. The recruitment of Hosts is one of the BID priorities as businesses wanted this visible uniformed presence to enhance the experience for visitors."

Throughout the Christmas period, they worked with businesses to help promote the Golden ticket campaign and support Christmas activities.

Kimberley and Matthew, decked out in a BID branded uniform, work in shifts, covering the streets Mondays to Saturdays, 9am to 5pm. If you want the Hosts to pop into your business get in touch.

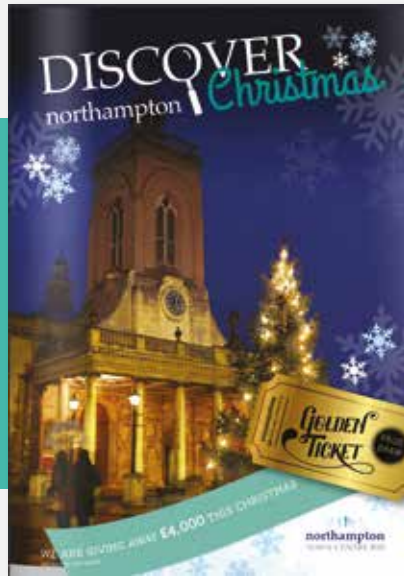
# A SUMMARY OF CHRISTMAS ACTIVITY BY YOUR BID

Promoting our businesses and enticing more shoppers into our town centre was at the heart of the BID's festive campaign.

Here's what we did in the lead up to Christmas Day 2014:

## CHRISTMAS MAGAZINE

We launched the BID's new Discover Northampton Christmas magazine, printing over 26,000 copies and promoting the town centre's impressive array of bars, cafes and restaurants, boutiques, theatres and museums, businesses and shops.



## CHRISTMAS TREES

Christmas trees lit up businesses in the town centre at Christmas season, with the BID providing £5,000 of funding to support Northampton Borough Council's festive campaign to install Christmas trees throughout the town centre.

## WINTER WONDERLAND

The BID supported businesses with their Christmas campaigns, including the St Giles Quarter's Winter Wonderland and 12 Days of Christmas, with shops opening late one Thursday evening with nibbles and seasonal offers enticing visitors.

## CHRISTMAS NIGHT WARDENS

The BID worked in partnership with Northampton Pubwatch to jointly fund four Christmas Wardens on Friday and Saturday nights in the four weeks prior to Christmas, to help improve the experience for all visitors to Northampton.

## SOCIAL MEDIA CAMPAIGN

Our @NorthamptonBID twitter account has 2,570 + twitter followers, and it's growing by the day.

For Facebook fans we have a Northampton Town BID page. Join our community of nearly 400 'likes'.

## KEEP INFORMED

To keep informed about future BID projects and ways in which your business can benefit from the BID, keep an eye out for our regular e-bulletins. To subscribe please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## GOLDEN TICKET PRIZE DRAWS

For the second year running our Golden Ticket prize draw hit the headlines and in 2014 we were more successful than ever. The tickets were promoted in our magazine, the website, weekly in the Chronicle, and with businesses. Over 3,200 people posted entry forms into our Golden Ticket post boxes, and eight shoppers won an equal share of £4,000 gift vouchers, every penny of which was spent in town centre businesses.



## MAJOR ADVERTISING CAMPAIGN

The BID funded four features in the Northampton Chronicle & Echo. Each of these had a special theme of either shopping, eating out or entertainment all designed to promote businesses located in the BID in the lead up to Christmas.

