



## MEET OUR NEW CHAIR

Sue Roberts has been elected as our new Chair taking the reins from Stephen Chown, who has led the BID from the early stages.

Having lived and worked at The Mailcoach on Dergate for eight years, Sue has been involved with the BID since its inception. The support of her husband and three sons has enabled Sue to take on this demanding role. Sue is a passionate believer in Northampton, loves living in the town centre and wants to help do everything possible to improve it.

BID Chair, Sue said, "I look forward to continuing to work with the BID directors, all of whom give so much of their time on a voluntary basis, together we will deliver all of the key projects that we have planned this year. There is a tremendous feeling of energy in the town with so many exciting new development projects already underway and others due to start in the next 12-18 months, I am very glad to be in a position to be a part of it."

## THANK YOU

The directors and members would like to say a big thank you to retiring BID Chair, Stephen Chown, we all wish him well in his future endeavours.

## SAVE THE DATE

### Date for your Diary

Our Annual General Meeting will take place on 25<sup>th</sup> June 2013 at 3pm at Royal & Dergate, Underground 1&2.

## GET INVOLVED

A number of exciting projects are planned in 2013 including: Northampton in Bloom, Discover Northampton, Northampton Music Festival, Christmas in Northampton, Environmental Projects, Inspired Northampton, Northampton Waterside Festival, Business Breakfast/Afterhours Events, and the Eastgate and Heritage Trail.

You are invited to join any of these project groups, for further information or if you have any other suggestions please contact Julie on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## BRIGHTER NORTHAMPTON IN BLOOM

Northampton in Bloom is an award-winning success story for the town centre, achieving a Silver Gilt Award in the East Midlands in Bloom 2012 competition and Silver in the national finals. Last summer, the BID businesses showcased 275 floral baskets making our town more attractive to businesses, visitors and residents.

This year, the BID will sponsor entry to the International Bloom contest with the aim of bringing Northampton to the attention of a global audience; together with partners, including the Borough Council, Enterprise Management Services, Northampton University, Community Groups, Brackmills BID, local residents and others, we see this as a key summer activity; essential in raising our town's image at a regional, national and international level as well as providing our town with a brighter, more colourful appearance throughout the summer for visitors, shoppers and workers alike to enjoy.

Sue said, "We need more businesses than ever before to take part by sponsoring a floral basket at their premises. The BID will supply and fit brackets; and maintain throughout the summer – sponsoring a basket will help make our town look fabulous." Look out for the information leaflets being circulated to your business to take part.

In 2013, the BID will be installing barrier planters at gateways around the town which will be in bloom all year round. New this year - summer barrier planters will be renewed with autumn/winter plants as the summer blooms fade.

Moulton College Garden Centre and K & J Hird Limited will carry out all planting, watering, maintenance and installation of the baskets and barrier planters. Bloom baskets will be on display from June.



To find out more please call Julie on 01604 837766, email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or return the reply slip on the Bloom Leaflet.

## REDUCED CAR PARK CHARGES

The BID team are seeking feedback from all local businesses in the BID area interested in reducing staff parking charges in council car parks. If there is sufficient interest the BID will approach the NBC to negotiate a special deal on your behalf.

Collectively BID businesses can make a difference as any discounts will depend on the number of staff requiring parking. At present, the Council offer a 30% discount for any business purchasing 100 or more parking spaces. If our parking numbers exceed 150 or more the BID will be in a good position to negotiate a higher discount!

To find out more or register interest please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)



## EASTGATE AND THE HERITAGE TRAIL

The BID's Eastgate project aims to attract people from across the county and beyond to visit the town and discover a rich and fascinating heritage. Northampton town centre boundary coincides with the line of the old town walls and includes five town gates. Eastgate would be the first of the five gate locations to become a 'quarter' in its own right.

An easy to interpret trail guide will link existing locations, buildings and landmarks with Northampton's past. The BID has allocated some funding to deliver a detailed project plan that will include a visitor's guidebook and signage.

There are many factors to be considered by our local councils, it is anticipated that the Eastgate project will be delivered later this year subject to various approvals. The BID will set up meetings with residents and local businesses in the Eastgate area and will work with key partners on delivery.

For further information please contact John Sheinman on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

### OUR BID PCSO

Northampton BID sponsors a Police Community Support Officer (PCSO). Please make use of them as they are in place to help and support businesses in the BID area.

#### What do PCSOs do?

PCSOs patrol areas in the town centre providing a visible uniformed presence to help reduce petty crime. Working with local businesses, PCSOs address anti-social behaviour, environment issues and any other issues raised. The PCSOs are available to help local businesses.

#### Recent achievements:

- Operation Holt over Christmas and New Year for the town centre saw PCSO's maintaining a high visible presence and developing links with shops and other businesses
- Crime hotspots were regularly monitored on CCTV
- Crime prevention days were held to create a safe, crime-free environment in which to shop
- Shoplifting offenders were dealt with in partnership with the Northampton Retail Crime Initiative (NRCI)

- Anti-social behaviour was monitored, addressed and support was given by the Grosvenor Centre security
- 42 shoplifters were dealt with over the Christmas period
- Several hundred purse/handbag zipper bells were distributed
- 28 cycling offences were dealt with in Abington Street
- Church Yards were regularly patrolled.

The town centre PCSO is supporting a painting project in Emporium Way and working with multiple agencies, volunteers have been sought to help to brighten up this area of the town.

Police surgeries are taking place March/April so BID businesses can meet their town centre PCSO.

- Northampton House
- Central Library
- One Stop Shop Guildhall

#### Contact details:

Naomi Burkart 07557 778015  
James Earl 07557 778129

### NEW BUSINESS IN TOWN

Northampton continues to be favoured over other regional retail centres as a solid location to set up in business. Each edition we will feature new or relocating businesses.



Peter and Dalia Panayis own Noodlelicious on Fish street. Trading since 20th January, owner Peter said, "I have been in retail in Northampton for many years, we built a successful clothing business and sold it recently. After a short break, we were keen to begin a new venture and saw a gap in the market in Northampton. We specialise in freshly prepared noodles and prefer to source produce from local traders. Diners can watch their food being cooked in our open kitchen. We are offering a 5% discount to BID members. Discount applies to first visits only; please mention the BID newsletter offer when placing an order."

### NETWORKING EVENT COMING SOON!

Networking enables greater engagement for business owners, provides a platform to discuss the issues that matter and the opportunity to get to know even more about fellow BID members.

The BID will begin hosting quarterly networking meetings from May - including breakfast and afterhours events to fit with differing business work patterns.

Every quarter a keynote speaker will discuss a product or service that may be of interest to BID businesses.

To find out more and reserve your place please contact Richard Clinton on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

### TOWN CENTRE ENVIRONMENT

The BID's Environment Group meets every 6-8 weeks with representatives from Highways, Enterprise, NBC wardens, Public Protection Police, PCSOs and Rangers.

The Borough Council have provided up to £50,000 to deliver the town centre improvements this year and the BID will provide additional funds of £10,000 to enhance the cleanliness in the town centre.

If you have a concern or issue to raise, please contact Derrick Simpson on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

NCC, Highways and Enterprise will be supporting these improvements and further details will follow.

Meeting dates are:

- 3rd April 2013
- 29th May 2013
- 24th July 2013
- 18th September 2013
- 6th November 2013



## INSPIRED NORTHAMPTON

Inspired Northampton is a BID supported project delivered in collaboration with Creative Northants, Northampton University, Abbeyross Chartered Surveyors and the Coles family.

The aims are to:

- Assist the regeneration of the town centre
- Reoccupy empty or soon to be empty property
- Improve footfall and net spend
- Introduce innovative retailers to the town
- Engage with key partners.

The BID is currently providing support for two pop up shop projects, Made in Northamptonshire in 39 St Giles Street and Rainbow Innovations at 48 The Drapery. Further projects are being considered. A number of town centre retailers are already contributing to the Made in Northamptonshire venture. Further support is welcome from businesses wishing to get involved.

This opportunity is open to new and expanding businesses; NBC and other partners are willing to support businesses with help and advice.



*Before*



*After*

To find out more please contact either Alan Harland [alan.harland@ntlworld.com](mailto:alan.harland@ntlworld.com) or Brendan Bruder [brendan.bruder@virgin.net](mailto:brendan.bruder@virgin.net)

## BID RANGERS

Northampton BID sponsors the two NRCI town centre rangers who act as ambassadors for the town. They represent the BID and patrol the town centre assisting businesses by providing information, help and support.

Rangers carry out duties ranging from giving directions and assistance to shoppers and visitors, first aid, dealing with anti-social behaviour and reporting street defects such as litter or graffiti that have a negative impact on the appearance of the BID area.

The Rangers project has been in place since April 2012 when the BID agreed to provide funding for the two rangers. Membership fees charged to NRCI member businesses cover further initiative costs including uniforms, training and equipment.

The NRCI was established in 2001 to help reduce crimes including shoplifting and anti-social behaviour. Membership is required to enable the sharing of photographs and intelligence on offenders in association with Northants Police. NRCI liaises with other agencies to target travelling offenders from neighbouring counties. Training sessions are run for staff in store and the NRCI will soon launch an internet-based system enabling easy sharing of information with members including the ability to upload CCTV footage and image galleries of unknown offenders.

Security briefings for member businesses run alongside monthly board meetings. The more businesses that become members, the more effective the NRCI will become in the town centre. Further information is available via the website [www.retailcrime.org](http://www.retailcrime.org)



## MUSIC FESTIVAL

Northampton Music Festival 2013 will take place on 28th July from 12.30pm to 9.30pm on the Market Square and in front of All Saints Church.

The festival aims to raise the cultural profile of Northampton town centre and increase footfall. Last year's event attracted over 32,000 visitors, momentum and interest is growing, as are ambitions for the festival.

The BID is supporting the event and will be looking for further sponsorship once the official marketing campaign begins in April.

The festival coordinators are seeking businesses who can offer non-standard entertainment venues for musical performances during the fortnight (14<sup>th</sup>-27<sup>th</sup> July) leading up to the festival to help promote businesses and the festival itself.

For further information please contact Jo Burns on 07967 702264

### Ranger contact details:

Phil Drage 07867 901946  
Shawn Nickels 07867 901947

## DISCOVER NORTHAMPTON

Discover Northampton is an initiative delivered by the BID. The main aims are to support local businesses to discover each other and to encourage visitors to discover and be aware of the variety and quality of entertainment, goods and services available in our town centre.

Funding of £20,000 has been committed to the project in 2013, the main emphasis being a continuation on last year's successful business event and fashion show. Local businesses will be offered the opportunity to exhibit and take part in the fashion show.

A series of leaflets covering entertainment and eating out, fashion and beauty to professional services, the high street and beyond will be available to download from the BID website soon.

To find out more about sponsorship opportunities please contact Gavin Willis on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)



## PARTNERSHIP PROJECTS

The BID supports and collaborates with other organisations to deliver important town centre activities such as:

### Summer Youth Activity

This initiative is run by town centre PCSO Naomi Burkart with the aim of giving young people and potential future consumers a different perspective and reason to come in to the town centre.

The BID will provide staging and PA equipment and look after licence permissions and other organisational issues. Funding of between £750 and £1000 will make the project a reality. Other contributors to the event include the Police, St John Ambulance, fire service and other youth organisations.

Volunteers predominantly run the youth project with support from the police therefore extra help on the day is always valued.

### Winter Street Wardens

This initiative aims to reduce anti-social behaviour in the night-time economy over the Christmas period. The BID supports not only street wardens but also street pastors and St John Ambulance in their endeavours to make visitors feel safe.

Pubwatch and the police contribute to the overall expense annually and the BID helps the work to continue by part funding the street wardens who are accredited professionals trained to deal with the night-time economy.

The BID will look to support other partner activities and has set aside some funds to help improve the town centre visitor experience.

## WATERSIDE FESTIVAL

The BID will support NBC with the waterside festival taking place in Becketts Park from 6-7<sup>th</sup> July. Further information will follow.

Please contact Richard Clinton on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)



## PLANNING FOR CHRISTMAS 2013

This year the BID aims to increase footfall by making Northampton town centre the destination of choice for Christmas shoppers, we are looking to attract new visitors from the county and beyond.

Business Christmas tree sponsorship will be offered around the town centre to make this important retail period even more spectacular. There are plans to improve the marketing of events happening in Northampton during the festive period. The website 'Love Northampton' can be utilised by businesses to promote Christmas activities, the more information shared, the better the visitor experience will be.

Partners in Northampton's Christmas campaign include Northampton Borough Council, Royal and Derngate, Grosvenor Centre, the County Council and all businesses on the Love Northampton website.