

An exciting line-up of events, activities and initiatives



Welcome to the spring edition of your Northampton Town Centre Business Improvement District (BID) newsletter.

You will have received recently our Highlights newsletter providing an overview of projects delivered last year by your Northampton Town Centre BID; we hope you found this informative and useful.

In this issue, we aim to provide an overview of the forthcoming exciting initiatives taking place over the next nine months designed to have a positive impact on Northampton town centre.

All businesses are encouraged to get involved and take advantage of these opportunities, to make our town a great place to do business and a great place to visit.

Your BID
For the Businesses by the Businesses

www.northamptonBID.co.uk

Keeping Northampton town centre clean and tidy

BID Hosts

Your BID Hosts, Kimberley and Matthew, visit businesses throughout the BID area on a regular basis to keep you informed of opportunities and projects so you can get involved. They assist shoppers and visitors to the town as well as report.



Hot spot cleaning

Kimberley and Matthew have identified a number of areas which would benefit from a more intensive street clean. The Hosts report issues regularly to the Borough Council, reporting over 261 incidents in January, and the BID will be working closely with partners to fund additional cleaning in key locations, over and above that carried out by statutory authorities.



To support the enhanced cleaning initiatives and encourage those using the town centre to do their bit, **new and refurbished litter bins** will be installed in a range of locations, with the BID working in partnership with the Borough Council on their installation.

Improving the look of our town centre

Vacant premises are a priority for the BID's clean and tidy initiatives. The **windows of vacant premises** in principal thoroughfares will be cleaned on a quarterly basis and window vinyls will be installed to improve the look of our streets.

Promoting our town and benefitting your business

FREE opportunities to promote your business

As part of our ongoing commitment to promote Northampton town centre and its businesses, and help BID businesses promote themselves, the BID will be producing three FREE glossy magazines in 2015, all focusing on highlighting the great businesses based here in the town.

Discover Northampton Professional Services Magazine

A showcase of businesses operating in the professional services sectors including finance, property, law and marketing.

Discover Northampton Summer Magazine

Focusing on shopping, eating out and health and beauty in Northampton Town Centre.

Discover Northampton Christmas Magazine

A festive edition highlighting gifts and entertainment.

Inclusion in these magazines is absolutely **FREE** and is a fantastic opportunity to promote your business to consumers and businesses in and around Northampton. All businesses are encouraged to submit copy, look out for more details in our e-bulletins or speak to Kimberley and Matthew, your BID Hosts.



Monthly press feature

The BID is also placing a monthly feature in the Chronicle & Echo, with each feature focusing on a different topic and highlighting a range of businesses from around the town. Like the magazines, inclusion within this feature is FREE and is another great way to get your message out there to readers of Northampton town centre's local newspaper.

All businesses are encouraged to participate in the monthly features and the magazines, simply get in touch to find out more.



Wayfaring and signage

Making things easy for visitors to the town centre is an important way of increasing footfall. The BID will be installing finger posts in a select number of locations to help visitors find their way around the town and raise awareness of key retail locations.

2015 events: encouraging visitors to our town

2014 highlighted the positive impact BID projects have on our town. A higher volume of events and activities gave businesses more opportunities to capitalise on these activities, resulting in an increase in footfall.

In 2015, the BID is again pleased to be commissioning some new events and ensuring the growth and continuation of some existing events by supporting them with funding and promotional contributions.

Our new Discover Northampton series of events promises to capture the imaginations of a wide range of people, with something for everyone, with these events timed to take place during the busy spring and summer months.

Northampton Music Festival



Taking place on the weekend of **20th and 21st June**, performances will take place in venues across the town with the Market Square once again playing host to the main stage. The BID will be working closely with the organisers to encourage entertainment across the town.

Discover Northampton - Easter Entertainment Event

Northampton BID will be staging a bonanza of pop up performance and entertainment taking place in locations throughout the town centre on **Saturday 4th April**.

Discover Northampton - Summer Entertainment Event

Saturday 1st August will see the second Discover Northampton event taking place in the town centre during the summer holiday season with a series of pop up performance entertainment taking place throughout the town centre.



Discover Northampton Artist Trail

The end of July will mark the launch of a trail of art and sculptures located in businesses throughout the town centre for visitors to discover and enjoy throughout August.

Children's Summer Trail

The **summer school holidays** will see a summer trail and treasure hunt for those younger visitors to the town centre who will search for clues in businesses throughout the town centre.

Keep informed

There are many different ways in which you can keep informed and be involved in your BID.

Email

Our regular e-bulletins give BID updates and news, sent straight to your inbox. If you don't receive these, e-mail info@northamptonbid.co.uk and we'll add you to the list.

Website

All our BID updates are available on our website: www.northamptonbid.co.uk

Host Visits

The BID Hosts, Kimberley and Matthew, visit businesses throughout the week and are able to give you updates and news relevant to your business and location. If you would like a specific visit you can request this via the BID project office on 01604 837766.

BID Project Team

Chris Barker, the BID project manager, is happy to visit you at your premises at any time to talk you through issues and opportunities.

Contact Chris on 01604 837766.

Social Media

We post links to current e-bulletins on both Twitter and Facebook. We also feature elected individual news items across the week via social media.

Follow us on Twitter [@NorthamptonBID](https://twitter.com/NorthamptonBID)
Like us on Facebook [/NorthamptonBID](https://facebook.com/NorthamptonBID)
Follow and share our images on Instagram [@NorthamptonBID](https://instagram.com/NorthamptonBID)

Working Groups

Want to get more involved and help decide and steer projects delivered by the BID Team? Come along to a working group or join our Board.

Annual General Meeting

The **BID AGM** is on **Thursday 18th June 2015** between 2pm and 3pm and will take place at the BID offices at Town Centre House, Mercers Row. For more information on how to become a member or Director of your Northampton Town Centre BID please e-mail BID project manager Chris Barker at info@northamptonbid.co.uk

A FREE Invitation to all BID Businesses



northampton
TOWN CENTRE BID

You are invited to the

Northampton BID Social

on Wednesday 6th May 5pm - 7pm
at Aspers Casino in Northampton

An opportunity to have a drink, a 'learn to play' demo
(with compliments of Aspers Casino)
and meet other businesses in the town

R.S.V.P. to
info@northamptonbid.co.uk
by 4th May 2015



The BID is your BID
For the Businesses by the Businesses

Northampton Town Centre LTD

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