

# Northampton TOWN CENTRE BID

For the businesses by the businesses

*Your Business  
Improvement District*

## Northampton BID: Your Opportunities

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

This is the second newsletter since our second five year term as a BID commenced in January 2016. We have a broad range of events and initiatives planned this year, all designed to entice visitors to the town and to entertain and support businesses across the town centre.

Do get involved and read on to find out how you can make the most of being a part of our BID.



### BID hosts



Your BID hosts, Kimberley and Matthew, work hard to keep businesses throughout the BID area informed of opportunities and projects. The duo also patrol the town centre to assist shoppers and report street care issues.

### January to March 2016: Our hosts have been busy



**Your BID**

*For the Businesses by the Businesses*

[www.northamptonBID.co.uk](http://www.northamptonBID.co.uk)

## Improving the town centre experience

### Clean for the Queen

Our town centre got the royal treatment in March, with many businesses turning out to clean up the town centre.



McDonalds, Swishing, Santander, Marks & Spencer, The Grosvenor Centre, Greggs and more joined BID representatives for a mass litter pick around the town centre. The BID also cleaned vacant business windows and frames in 17 locations, helping make our town centre sparkle.

Great coverage in the local papers too – thanks everyone for getting involved.

### Glutton Street Cleaning Machine

We are trialling a new Street Cleaning Machine called 'Glutton' in May.

This has a vacuum attachment that helps to pick up cigarette ends and small pieces of rubbish including drinks containers.



## Promoting our town centre and benefitting your business

### Spotlight on businesses



*BID magazines promote and celebrate town centre businesses*

We are shining the spotlight on businesses this year and there are heaps of ways you can benefit from free publicity.

Our magazine and spotlight features are all designed to encourage extra visitors into our town centre and celebrate all our businesses have to offer.

To be featured in an upcoming spotlight feature, simply email 50-75 words about your business and a high-res photo (no text or logos on the photo please) to [promotion@northamptonbid.co.uk](mailto:promotion@northamptonbid.co.uk)

Deadlines as follows:

- **St Giles Street, Derngate, Castilian Street and Guildhall Road: June 6th**
- **Market Square, Drapery and Sheep Street: Sept 5th**
- **Bridge Street and evening economy: Sept 26th**

The BID's summer magazine, 'Northampton Town Centre Summer', will focus on shops, food and drink outlets, health and beauty businesses and things to do in the town centre this summer.

It will be delivered to 34,000 homes and businesses in June. A digital copy will also be hosted on our website and featured businesses will be promoted on social media.

This year we are also running a series of features in the Chronicle and Echo, focusing on different areas in our town centre. Each double page spread will showcase our range of businesses, from retail and restaurants to hairdressers and professional services firms. We have already run features on East Gate and Abington Street, Market Walk and the Grosvenor Centre, College Street, Gold Street and St Peters Way.

- The next spotlight feature, to be published in June, will focus on businesses in St Giles Street, Derngate, Castilian Street and Guildhall Road.
- Future spotlight features will focus on Market Square, Drapery and Sheep Street (in September), Bridge Street and evening economy businesses (in October).



*Chronicle & Echo feature: shining the spotlight on Abington Street and Eastgate*

## 2016 events: encouraging visitors to our town centre

### Northampton Music Festival

The sound of music will be ringing out across our town centre this summer with the return of Northampton Music Festival, which the BID is delighted to be sponsoring once again. Thousands of extra visitors will descend on our town centre on the Saturday and Sunday, 18th and 19th June. Get involved:

- Sponsor a performing area
- Host music
- Set up a pop up restaurant
- Extend your opening hours to make the most of thousands of potential shoppers



Find out more by emailing the event organisers: [hello@northamptonmusicfestival.co.uk](mailto:hello@northamptonmusicfestival.co.uk)

### Northampton Artist Trail

Art will be dotted throughout the town centre from mid-July, all part of the BID's summer Artist Trail. Photography, fine art, digital work and sculpture will be placed in businesses until early September and visitors will be invited to explore the streets and follow a special Artist Trail map. This is a superb way to entice new customers into your business and to be part of a summer promotion. We are seeking to locate art in around 30 venues so if you would like to get involved please contact us on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)



### Discover Northampton Live

We have planned a whole series of 'Discover Northampton Live' street entertainment days for 2016, with local creative talent lighting up areas throughout town centre. Look out for music and dancing, circus acts, street theatre, comedy and more – all encouraging more visitors into the BID area.



The next 'Discover Northampton Live' day will be on Saturday 14th May, with performers in Gold Street and Gold Street Mews from 11am to 3pm. The other dates for your diary, all on Saturdays, are:

- |                |  |
|----------------|--|
| 11th June      | East Gate Abington Street              |
| 2nd July       | St Giles St, Derngate and Guildhall Rd |
| 13th August    | Gold Street Area                       |
| 10th September | East Gate Abington Street              |
| 8th October    | Grosvenor Centre                       |

### Professional Services spotlight feature

To celebrate and showcase the diverse professional services businesses in Northampton town centre, we have booked a two page spotlight feature in the Business Times in September.

Whether your business is a law firm, an accountancy practice, a property company, a design business or something else entirely, we want to hear from you.

Simply email around 100 words about your business and a high-res photo (no text or logos on the picture please) to [promotion@northamptonbid.co.uk](mailto:promotion@northamptonbid.co.uk). Deadline for inclusion is Friday 29th July – please be aware that text may be edited.



### BID social meeting

Northampton town centre BID has organised a Business Social for Wednesday 20th July at the Church Restaurant, from 5pm to 7pm. This is your opportunity to network with fellow businesses and learn about the projects the BID will be undertaking in the autumn and winter. We will also launch the Artist Trail.

## Independents Day

We are celebrating independently owned town centre businesses during the weekend of the 2nd to 4th July.

We are organising roaming entertainment on the Saturday in St Giles Street, Derrnagate and Guildhall Road and we will be using this American holiday as an excuse to throw the spotlight on to our array of independents.

If you are an independent business:

- Send us your company details for our newspaper feature and we will promote your business.
- Display our posters which the BID hosts will circulate to your business.
- Email us on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) if you would like to be featured in our social media digital campaign. We want to feature up to six independent businesses via a series of 15 second films which we will promote on Facebook and other channels.
- Share your special offers, promotions and company details via Twitter and Facebook and use the hashtag #independents.

## Keep informed

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

### Email

Our regular ebulletins give BID updates and news, sent straight to your inbox. If you don't receive these, email [info@northamptonbid.co.uk](mailto: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](http://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**.

### Spotlight features and magazines

Email text about your business and a high-resolution photo (no text or logos in the photo please) to [promotion@northamptonbid.co.uk](mailto:promotion@northamptonbid.co.uk).

### 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 ebulletins on both Twitter and Facebook. We also feature elected individual news items across the week via social media.

Follow us on Twitter  @NorthamptonBID

Like us on Facebook  /NorthamptonBID

Follow and share our images on Instagram  @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 23rd June 2016 at 2pm** and will take place at the BID offices at Town Centre House, Mercers Row. This is your opportunity to have your say in the BID's projects and keep up-to-date with the latest opportunities. For more information on how to become a member or Director of your Northampton Town Centre BID please email BID project manager Chris Barker at [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## Northampton Town Centre LTD

Citizens Advice Bureau Offices, 2nd Floor Town Centre House,  
7-8 Mercers Row, Northampton NN1 2QL

 **01604 837766**

 [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk)

 [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

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