

Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business Improvement District

Winter 2016 Issue

BID Christmas Activities

This Christmas, Northampton town centre Business Improvement District (BID) will be undertaking key projects to promote our Christmas offer and all our businesses in the town centre.

Discover Northampton Town Centre Christmas Magazine

Our third edition of the Discover Northampton town centre Christmas Magazine is being mailed to 34,500 homes and businesses in targeted postcodes throughout Northamptonshire. It showcases over 70 businesses located in the town centre BID area.

A copy of the magazine has been mailed to all businesses alongside this Winter Newsletter.

Golden Ticket

Our free festive prize draw Golden Ticket is returning for a fourth Christmas, with shoppers able to complete and post an entry form in one of our 10 specially designed Golden Ticket post boxes.

Two draws will take place - on the **28th November** and **12th December** - with four lucky winners picked out at each draw, each receiving £500 worth of vouchers to spend in town centre businesses.

The media launch will take place on Thursday 17th November and businesses will receive entry forms to give to customers.



PRIZE DRAW

Golden Ticket

We are giving away £4,000 this Christmas

This year we will be rewarding eight shoppers with £500 each of shopping vouchers of their choice*. That's an incredible £4,000 in total to be spent in Northampton town centre businesses this Christmas.



Everything you need for Christmas is here in Northampton town centre. Download our Christmas Magazine from www.northamptonbid.co.uk.

HOW TO ENTER
To be in with a chance of winning all you need to do is complete our Golden Ticket entry form (below) and then post your entry in one of our 10 post boxes - located in Bonds the Jewellers (St Giles Street), Debenhams (The Drapery), Gold Street Mews (Gold Street), Grosvenor Centre, Market Square News, Market Walk Shopping Centre, Phipps Albion Brewery (Kingswell Street), Royal and Derngate Theatre, Sheinman Opticians (Abington Street) and Voni Blu (Castilian Street).

Adverts and Spotlights

Adverts and editorial features focusing on the town centre and the BID's Christmas projects will be placed in the Chronicle & Echo, Image Magazine and NN Pulse in the run up to Christmas to help encourage footfall in to the town centre.

#NNChristmas

This Christmas we are running a social media campaign and asking town centre businesses to share their festive photos and use the hashtag **#NNChristmas** every time. We will then share your images, tweets and messages – meaning your business will potentially reach thousands of new people and potential customers. We have created a step by step document which is on the BID website

Our 'how to' document is available to download here:
www.northamptonbid.co.uk/resources.

Your BID
For the Businesses by the Businesses

www.northamptonBID.co.uk

Business Event

Over 30 town centre business owners and managers met at the Cheyne Walk Club in October to hear a presentation from the BID's communication and PR team. Dates and venues are being prepared for 2017, so if you would like to host a BID event please contact the BID team at info@northamptonbid.co.uk.



Retail Sales Monitor

The BID is set to create weekly Retail Sales Monitor reports for town centre businesses. These will detail sales, footfall and parking information both locally and nationally, enabling businesses to compare their own company's performance to that of others in the area and against national trends. The footfall data will shape delivery of economic development and town centre initiatives.



To participate speak to one of our hosts or email info@northamptonbid.co.uk.

BID Hosts

Our BID Hosts visit businesses throughout the week and are able to provide you updates on the Christmas Projects, or news relevant to your business and location. If you would like a specific visit email info@northamptonbid.co.uk

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 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**.

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

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.

Northampton Town Centre LTD

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