

BID Financials 2020/2021

Businesses in Northampton town centre BID area pay a levy which is used to pay for the projects and services provided by Northampton Town Centre Ltd.

In 2020/2021 the BID has worked with a total budget of £341,417. This is based on the levy contribution plus carry forward from previous year.

In addition, through collaborative working and effective partnerships the BID has generated additional match funding and in kind support to the value of £76,254.

The following figures show the actual and committed expenditure for the current financial year to 31/03/2021:

Unaudited accounts including estimated accruals as at December 2020

Paying Your BID Levy

Every Business in the Northampton town centre BID area is required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates). Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition. Northampton Borough Council is contracted by Northampton town centre Business Improvement District (BID) to collect the levy on behalf of the BID.

Expenditure	Budget	Actual Committed
Promotion	£82,302	£79,909
Experience	£151,440	£150,477
Business Growth & Investment	£33,082	£28,023
Central Admin & Overheads	£39,202	£30,157
Levy Collection costs	£10,716	£10,686
BID Renewal	£24,675	£24,780
TOTAL	£341,417	£324,032

The final accounts for 2020/2021 will be prepared in April 2021

You can pay the levy in the following three ways.

Please always quote your BID account reference. This is a nine-digit number starting with a 7.

- By debit or credit card telephone 0845 372 1745 or online www.northampton.gov.uk/payments
- Online by creating a new Payee Northampton Borough Council and using the following account details; Barclays Bank, sort code 20-17-19 account number 70509035.

If you have any questions regarding your levy payment, please contact the Business Rates office at Northampton Borough Council.

Telephone **0300 330 7000** (Option 1 for Business Improvement District Levy)

Email: businessrates@northampton.gov.uk

To get more information about how to get involved with BID projects contact the BID team on **01604 837766** or email 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



info@northamptonbid.co.uk



www.northamptonbid.co.uk



@NorthamptonBID

Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business
Improvement District

Annual Report 2020/2021

BID term extension due to COVID-19

On the 25th March the Coronavirus Act was passed, making various provisions and restrictions on the economy and social framework of this country.

Chapter 7, Part 1, Section 79 of this act permitted any BID which was due to come to the end of its five-year life (between the act being passed and the 31st December 2020), to extend its life until 31st March 2021 and raise any levy bills on a pro-rata basis between the BID's original end date and the new end date.

In line with the Coronavirus Act the BID term of the Northampton BID has been extended accordingly.

As a result of extending the current BID term the original ballot date has been deferred from this summer to February 2021. We have taken the opportunity to:

- Review the feedback from businesses, collated before Covid.
- Undertake further studies to re-evaluate business priorities in preparation for the new BID Proposal.

This re-evaluation has proved to be essential in shaping a plan which is fit to support businesses in the recovery and for the next five years.

**Business
Support**

**Partnership
Working**

**Northampton - a
great place to be**

www.northamptonBID.co.uk

Northampton BID Board

In the last 12 months this team have recorded more than 2,600 business interactions, over 180 visitor interactions and 229 Street Reports.



From left: Brendan Bruder, Andrea Smith, Sali Brown, Andrew Cruden, Alan K Harland, Cllr Jonathan Nunn, Kerry Reynolds, Jake Richardson, Dan Roberts, James Roberts, John Sheinman, Terry Steers, Gavin Willis, Dr Mark Cusiter. The BID Board directors give their time voluntarily and without payment to help govern the BID and champion the work of the BID Team.

Like all organisations, the BID needs to adapt and deliver differently. Our normal plan focusses on encouraging and enhancing footfall, and bringing businesses together to promote and celebrate, this has had to change.

We have needed to react quickly and work both innovatively and very flexibly – adapting to the challenges of COVID by rolling out a whole range of projects, all designed to support businesses during these challenging times.

We recognise that this has been an extremely difficult time for everyone and as a BID our role has been – and continues to be – to do everything we can to support all the businesses and organisations in Northampton town centre.

One of the BIDs key activities initially was to help businesses during the first lockdown to secure the **business grants** they needed to simply survive. We liaised daily with Northampton Borough Council, who were distributing the grants, and the BID was able to

act on behalf of individual businesses to help secure the grants. We helped more than 200 businesses in this way and the feedback was fantastic.

Working with BIDs across the country, the BID Foundation, Institute of Place Management and Association of Town and City Management, we **lobbied MPs and Parliament** to secure additional rate relief for businesses and in particular those evening economy businesses who fell over the £51,000 RV threshold.

The BID was instrumental

in establishing the Town Task force **to address the response to COVID in our town**. Collectively working with partners we were able to bring measures in to help our residents, businesses and visitors feel safe when visiting and shopping in the town. The BID also focused on providing and hand delivering **emergency COVID response packs** to all businesses who requested one.

We launched **our new website with online directories and promotions** to showcase businesses and highlight those who adapted and traded differently.

With the announcement of

the second lockdown, we readjusted our **Christmas plans** and launched some specific projects designed to enable businesses to continue to trade even when closed. The BID opened a unit on St Giles Street as a **'Phone or Click and Collect'** Service, enabling businesses to trade remotely and shoppers to pick up their orders from one COVID-safe location.

Together with **Promotions and Business Showcases**, the BID funded **additional policing, cleaning and floral displays** to help our town be attractive and welcoming to all -

these are just a few of the projects delivered in the last 9 months. A massive thank you to Kimberley our BID Project Executive and Bailey our BID Host, who have visited as many businesses as possible during this time, and for many of you will be the face of the BID.

We are here to help, so please read on, find out more about our plans and don't forget to vote YES in February – when our status as a Business Improvement District (BID) will once again go to ballot.

The BID Team

Mark Mullen is the BID Operations Manager and is supported by BID Project Support Executive Kimberley Herbert and BID Host Bailey Earl.



BUSINESS SUPPORT

Providing Business COVID-Recovery Starter Packs



In June the BID Hosts hand delivered the BID's new COVID recovery starter packs to town centre businesses. These packs included social distancing floor graphics, tape and a window poster, a business compliance poster and bottle of hand sanitiser. Each pack was designed to help businesses manage the risk associated with COVID-19 and prepare for reopening.

In addition, face masks were given to customer-facing BID businesses in retail outlets where masks had for the first time been deemed mandatory. More than 190 boxes were dropped off – designed to bridge the gap until members of the public become more used to providing their own coverings.

Regular Business communications

Keeping you updated has been key this year and our communications have included:

- Regular ebulletins with advice and useful information, including links to the latest Government guidance.
- A weekly downloadable Business Support Guide providing access to latest announcements, grants and initiatives
- Dedicated ebulletins for retailers, the hospitality sector, hair salons and barbers, beauty services and tattoo parlours, gyms and sports venues, offering guidance for reopening, in line with opening dates announced by the government.
- Social media messaging – a mix of advice, promotions and information for businesses and the public, to highlight business stories and share COVID-19 news and announcements.
- A new Facebook group **#PayItForwardNN** – to act as an online business support hub
- Radio, TV, and newspaper interviews, to raise the town centre's profile locally and regionally



New website with online Business Directory

The BID website was relaunched to improve the navigation, user experience and overall feel and flow.

Following work with our partners in the COVID Town Task Force, we have also launched a new area of the site – aptly named Rediscover Northampton, which focuses on everything from our town centre's exceptional culture and heritage to our professional services, health and leisure, food and drink and retail offerings.

Key features include an online business directory, which enables browsers to search by sector and business name. We have regularly updated COVID information – for both businesses and shoppers – and our news pages are packed with business stories, promotions, events and much more.

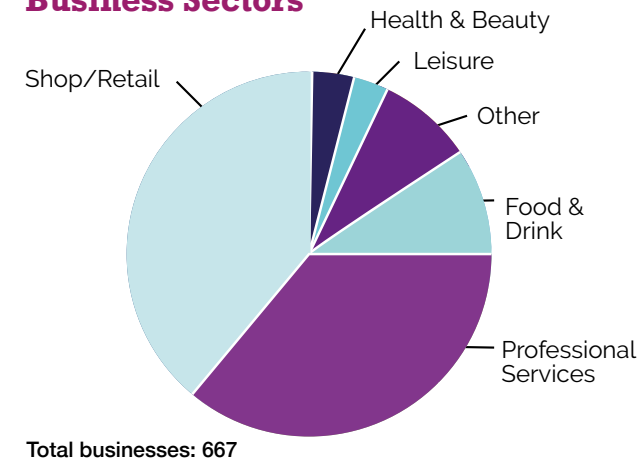
Supporting businesses with grant applications

The BID supported more than 200 businesses with their business grant applications in the first lockdown, helping secure the funding they needed to survive.

The BID liaised with the council on behalf of businesses, providing Business Rate reference numbers to those shops and businesses that could not source their own.

Throughout COVID-19 the BID has been a key point of contact for information, advice, and support.

Business Sectors



PARTNERSHIP WORKING

The BID was instrumental in pulling partners together to collectively address the challenges of lockdown and to have a cohesive message in promoting Northampton as a safe place to work and shop.

Working in partnership is key to the success of any town or city centre and in Northampton this has provided essential to business survival and success during COVID.

- The BID has worked closely with Northampton Borough Council, the County Council and Grosvenor Shopping, with support from Licensing, Environmental Health, Parking and Community Safety.
- The BID has worked with member associations to lobby Government on behalf of BIDs. The BID sent letters to our local MPs requesting support from the Government for BIDs and have liaised with policy advisers in The Ministry of Housing, Communities and Local Government and BID industry representatives.



Rediscover Northampton

A new 'Rediscover Northampton' campaign has been launched this year, spearheaded by Northampton Borough Council, in partnership with the BID.

Thanks to support from the ERDF Reopening High Streets Safely Fund, work was commissioned to help clarify the offer of the town centre, resulting in the town centre being divided into zones, each with its own personality and individuality giving us the ability to promote the businesses in each area.

With help from the BID a new film, showcasing our array of incredible independent businesses, has been created and the BID website has showcased all that Northampton has to offer.

The new Rediscover Northampton area of our website is also packed with information about our town centre's unique offering.

Supporting our evening economy

- The BID has promoted the UK's 'Raise the Bar' campaign, lobbying the Government to increase support for businesses with a rateable value of more than **£51,000**. We have also been lobbying for the Bounce Back Better Campaign requesting discount on business rates, fixed VAT at 5%, more grants for Tier 2 and 3 and changes to the furlough scheme employer contribution.
- The BID championed the Eat Out to Help out campaign and featured many of the businesses both on our website and via our Social Media.
- In August Northampton town centre was again recognised for its diverse, safe and entertaining evening economy and awarded the 'Purple Flag' by judges from the Association of Town and City Management. This is the third consecutive year we have won this status and judges told us they were particularly impressed by the BID's partnership working with Pubwatch and Northampton Borough Council.



HELPING ENSURE OUR TOWN IS SAFE

Crime and Safety

- Daily patrols by the Hosts, with security checks on premises
- Business crime updates, included in BID ebulletins and available to view on the BID's COVID-19 web page
- Daily briefings with the Police and other partners
- The BID's Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) – a crime and anti-social behaviour intelligence sharing app launched by the BID in partnership with the Northampton Business Crime Partnership (NBCP). NTARS is a bespoke programme designed to enable BID levy paying businesses to collate and share intelligence on anti-social behaviour and 'low level crime'.

NTARS
NORTHAMPTON TOWN ANTI-SOCIAL
BEHAVIOUR REPORTING SCHEME



Additional policing

Additional policing has been funded by the BID from October to March to tackle retail crime and anti-social behaviour. The officers work Thursdays to Saturdays and have already made a huge impact in helping to address shoplifting and Antisocial behaviour.

NORTHAMPTON A GREAT PLACE TO BE

– helping our visitors feel safe and welcome

Christmas 2020 – Shop Local, Stay Safe, Rediscover Northampton

Northampton Shop Local Showcase

The BID's online Shop Local Showcase includes stories about our shops, venues, cafes, pubs, and businesses, and these have all been promoted across social media.

Large screens were installed on Abington Street which streamed festive footage throughout December as well as a rolling feature of our Shop Local Showcase stories.



Christmas lighting

The BID continues to fund 19 lighting motifs across the town and has increased the provision this year to include tree lights in All Saints Churchyard which will remain on through the year in conjunction with the Fish Street Lights - to help animate the streets and support the evening economy.

Phone or Click and Collect - helping business to trade when closed

To help businesses keep trading and to support people to shop locally and safely the BID launched a new 'Phone or Click & Collect' service, at number 64 St Giles Street, Northampton.

Customers continued to place and pay for orders directly with town centre businesses (online or via the phone rather than in person), but instead of having to visit multiple stores to collect their orders they were able to pick up all their shopping from one location – at the BID's unit on St Giles Street, close to on street parking and the Nationwide Car park on Hazelwood Road.



Northampton Prize Draw



The BID ran a new festive prize draw. By mid-January, 20 winners will have received £100 each to redeem in two town centre businesses of their choice: £50 in a national business of their choice and £50 in their favourite, independently owned business.

This Northampton BID Festive Draw was designed to encourage people to Shop Local, Shop Safe & Rediscover Northampton



FREE parking every Saturday leading to Christmas

The BID has worked with Northampton Borough Council to co-subsidise free parking for businesses and visitors every Saturday in December.

NORTHAMPTON A GREAT PLACE TO BE



Business Heroes

COVID-19 has placed extraordinary demands on Northampton town centre shops, businesses and staff – and yet thanks to the incredible dedication, courage and determination of businesses, it continues to be a special and unique destination.

Our 'Business Heroes' scheme was designed to recognise and celebrate some of the inspiring individuals in our town centre, nominated by businesses and customers.



– helping our visitors feel safe and welcome

Clean and attractive

The BID has funded Christmas lighting, a programme of chewing gum removal, deep cleaning, and winter planters along Abington Street.

As part of the Task Force Active Travel projects, the BID worked to help establish pavement widening in St Giles Street, and the relocation of bus stops from the Drapery into Mercers Row.

The BID distributed 11,500 face masks to support businesses and their customers when the wearing of face masks became mandatory.



A thank you from the BID's co-Chairs, Andrea Smith (Franklins Solicitors) and Brendan Ross (Abbey Ross)

All of our work, projects and activities have only been possible because you, the town centre businesses, support the Northampton town centre BID - thank you.

The BID is here to represent you all so please vote YES in our upcoming ballot.

January to March 2021 - An important three months

As the country moves into 2021 towards real recovery and away from the challenges of 2020, the BID will be preparing for the ballot in February for the new BID Proposal and the next five years 2021 – 2026.

Ballot papers will be sent out to businesses on the 28th January, to be returned no later than 5pm on the 25th February 2021.

The result will be known on 26th February as to whether the BID and all the support it provides to businesses will continue beyond the end of March.