

# Prospectus for Northampton Business Improvement District

2021 – 2026

## Northampton TOWN CENTRE BID

For the businesses by the businesses



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

## Chair's introduction

### Message from Co-Chair

### Andrea Smith – a collective voice for a stronger future



With the impact of the COVID-19 pandemic and the end of the Brexit transition period on 31st December 2020, the national economy is in uncertain times and what-ever happens, many challenges lie ahead and the commercial world continues to change at an ever-increasing pace.

It is probable that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with.

It is evident that Northampton was exposed, even before COVID, to the same changing dynamics effecting the way in which people use all towns and city centres. The scale of change facing larger cities and towns is even greater but for smaller towns such as Northampton, there are new opportunities emerging.

In this very uncertain world, it is difficult to make any predictions for the long term, however one thing is becoming clear in that people are starting to value their local town more and town and city centres of the future will become hubs for their local community for all aspects of people's lives. They will not simply be shopping destinations but places where people will want to live, work and spend their leisure time in a flexible way.

In many respects Northampton is ideally placed to take advantage of these opportunities and start to develop into a safe, welcoming and forward-thinking town for the whole community.

It is our chance to work together to help Northampton to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at this proposal and give it your full support.

So please look out for the ballot papers which will be in the post in January and make sure that you tick the box that says 'YES' to create that sense of community and pride in Northampton. Your support, your 'YES' vote, your involvement and your say in how Northampton BID evolves will turn the excitement of this opportunity into a reality for Northampton.

#### **Andrea Smith**

Franklin Solicitors  
Co-Chair of the Northampton BID.

## BID Board

#### **Andrea Smith**

(Co Chair of the board)  
Franklins Solicitors

#### **Brendan Bruder**

(Co Chair of the board)  
Abbey Ross

#### **Alan Harland**

AK Harland

#### **Dan Roberts**

Cottons Accountants

#### **Gavin Willis**

Gavin Willis Creative Marketing

#### **Mark Cusiter**

University of Northampton

#### **Jake Richardson**

The Richardson Group

#### **Kerry Reynolds**

Metro Bank

#### **James Roberts**

The Grosvenor Centre

#### **Jonathan Nunn**

Northampton Borough Council

#### **Terry Steers**

St Giles Ale House

#### **Andrew Cruden**

Market Square News

#### **John Sheinman**

Sheinman Opticians

#### **Sali Brown**

Chelton Brown

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.discovernorthampton.co.uk](http://www.discovernorthampton.co.uk) or by contacting the BID team on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or 01604 837766



# Vision

**A vision for Northampton created by you, the business community.**

Continue to work with all stakeholders to define, develop and promote the identity of Northampton town centre which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.



## What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit **[www.placemanagement.org](http://www.placemanagement.org)**

## A BID in Northampton

All towns and cities are facing significant change and where BIDs exist businesses are able to work together to take advantage of new opportunities and shape key decisions which directly affect them.

A BID enables businesses to work together and exert influence on the Police and the Local Authorities which would not be possible otherwise. The BID's ability to change decisions in Northampton which affect the town centre is growing.

The BID has already gained new commitments from the Police and helped the Council secure multi million pound government funding to improve the town centre.

The BID is there to represent your interests, support you and deliver benefits to your business.



## How we consulted with you

**This proposal has been determined by you, the Northampton town centre business community.**

The last 18 months has seen extensive research undertaken to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the area.



All businesses were posted surveys, asked to complete them and invited to workshops and events

**262**

Personal visits or calls to discuss the BID

**260**

Detailed surveys completed by businesses



Sector workshops



Newsletter mailed out and hand delivered to all businesses



Dedicated BID website for businesses



A survey distributed to the students of the University of Northampton



# Achievements of the BID 2016 – 2021

## Projects and Activities to Support Businesses

### Additional measures to help make our town Safer

- NTARS (Northampton Antisocial Reporting Scheme)
- Funding dedicated additional Police resource
- Support for Pubwatch and Purple Flag Accreditation and Night Street Marshals



### Helping to make our streets more attractive (Services provided in addition to the council statutory services)

- Tidy Days, street cleaning, litter picking, Glutton Machine, high pressure washing and chewing gum removal
- Litter Bins
- Window Vinyls
- Street Floral Planters
- Tree lighting
- Festive lighting

### Welcome and Support

- BID Hosts Bailey Earl and Kimberly Herbert (BID Project Executive)
- Our BID Management Team, provided by BID Management Company pfbb UK and Mark Mullen the BID Operations Manager

### Business Support

- BID Website, regular ebulletins, newsletters and social media to keep businesses informed of BID activities and events





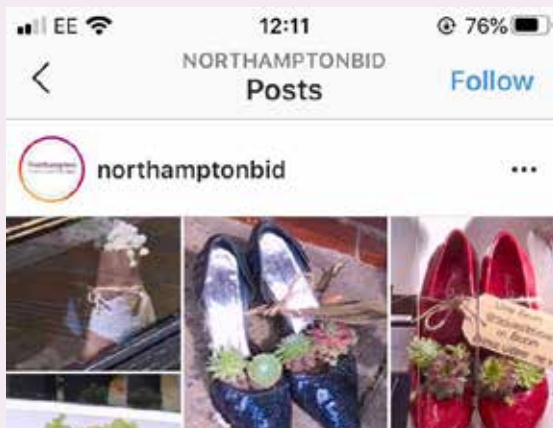


## Annual events to animate our streets

- Festive Lighting
- Easter Shoe Trail, Shoe Sculptures, Shoe Planters
- Street Circus
- Northampton Memories
- Carnival support
- Northampton Music Festival Sponsorship
- Funding free Car Parking promotions
- Discover Northampton Children's Trail
- Discover Northampton Artists trail
- Northampton Live Street entertainment
- Heritage Week entertainment
- Summer Sports

## Christmas

- Christmas Meet and Greet
- Golden Ticket and Christmas Prize draws to encourage shopper loyalty
- Christmas Window competitions
- Festive Lighting
- Carol Singing
- Character meet and greets, including Chase and Marshall from Paw Patrol, Peppa Pig, Peter Rabbit and Paddington
- Discover Christmas Magazines
- Christmas website and Christmas showcase
- Free Car Parking promotions





## Promotions Supporting and Celebrating Businesses

- Social media campaigns to create awareness of and support businesses
- #Celebrate Northampton campaign
- Independent Retailers month
- Small Business Saturday and Independents Day promotions
- Shop Local Promotions
- Food and Drink and Evening Economy Directory
- BID Town Website and online business directories
- Living Advent Calendar
- Mystery Shopping and Awards nights
- Discover Northampton Summer Magazines
- Business Heroes
- Rediscover Northampton Showcase
- Golden Ticket and Christmas Prize draws to encourage shopper loyalty
- Christmas Window competitions
- New website
- Christmas Showcase and Prize Draws
- Click and Collect facility during the second lockdown

## Working with Partners

- The BID is a key partner in Northampton Forward, applying for Future High Street Funding
- Lobbying for better access and parking
- Coordinating the Town Centre Conference
- Developing a Town Centre Plan and Retail Study
- Involvement within the Cultural Compact



# COVID 19 Support

Throughout this challenging time the BID remained open and operational supporting businesses throughout the pandemic wherever they could and ensuring latest guidelines and information were readily available.

## BIDs Response to COVID and supporting the town businesses:

- The **BID continued to operate** during the March to June lockdown, and November lockdown, providing information and support to businesses, and adapting project delivery to create awareness of businesses in the town centre and encouraging Shop Local.
- **Supporting businesses** in liaison with the Council to apply for grants and identify other funding opportunities.
- Providing **regular updates and business communication** via ebulletin and website as to the changing legislation, Job Retention Scheme, Grants and Returning to work guidance.
- **Dedicated guidance** and Webinars for Retailers, Hospitality Sector, and Health and Beauty and Leisure Sectors.
- Lobbying parliament for support for BIDs, resulting in **successful grant applications**.
- Lobby for support of **Raise the Bar campaign** to support businesses with a RV of more than £51K and the Bounce Back Better campaign to support our evening economy.
- **Working with Industry Bodies** to create awareness at a national level
- Dedicated **COVID page** on BID website.
- Regular Business Communications via **Social Media** and a dedicated 'Pay It Forward' Facebook Group to support businesses.
- Business Continuity Logs and directory on the BID website.
- Regular **Business Support Guides** Issued.
- Business **support and coaching** webinars provided online.
- The BID has led the **Northampton Town Centre Task Force** to aid re-opening of the town Centre. Working with partners this has included the installation of hand sanitizing stations, additional cleansing, traffic management, guidance signage, support with queue management, provision of space for street cafes and promotion of an industry standard.
- The BID has delivered **COVID Business Recovery Support packs** consisting of floor graphics, social distancing tapes, hand sanitizer, posters, masks and guidance



to businesses as they started to reopen in June as Lockdown was lifted.

- The BID has continued to **provide support** during the recovery stages and in adapting projects and delivery to ensure that Northampton Town Centre is a clean, safe and welcoming town for shoppers and visitors.
- Launch of the **Rediscover Northampton** brand in conjunction with the Town Centre Task Force.
- Establishing a dedicated **"Phone or Click" and Collect Unit** to enable businesses to trade even when closed.



## Your priorities for 2021 - 2026

Businesses from across Northampton town centre identified key priority areas for a new BID which fall into three objectives:

### Objective 1: Promote and celebrate Northampton town centre and its businesses

To promote Northampton town centre, its business, cultural, leisure, educational and social offer locally and regionally.

### Objective 2: Develop the Northampton town centre experience

To create a sense of 'place' for visitors and people working in the town centre to enjoy.

### Objective 3: Business Growth and Investment in Northampton town centre

Encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.

# VOTE 'YES'



# Objective 1

## Promote and celebrate Northampton town centre and its businesses

To promote Northampton town centre, its business, cultural, leisure, educational and social offer locally and regionally.



**Amount the BID will spend:**

**An average of £93,000 per year.**

**A total of £464,000 over the 5 years.**



Marketing and promotion of the town centre and its businesses is more important than ever to businesses in Northampton.

In both the surveys and the virtual sector workshops, the main suggestions for improving marketing and promotion were focussed on the need to promote the history and heritage of Northampton in order to bring in visitors and increase revenue for the businesses such as placing information boards at important historical spots. There were also suggestions about promoting positive stories about Northampton's businesses to show the town in a better light to encourage people to the area.

**83%**

of businesses said 'Developing the town's identity and branding to attract more visitors' is even more important now and will benefit them

**71%**

of businesses said that increasing marketing across all media channels, digital, print and social media to attract new customers, clients and visitors will benefit them

**84%**

of businesses said 'The way businesses work together' was important to them



## What we can deliver if you vote YES



A	Continue to work with all stakeholders to define, develop and promote the identity of Northampton town centre which reflects its strengths, characteristics and heritage, creating a sense of place and pride for its businesses, local residents and visitors.
B	<p>Develop and promote the different parts of Northampton town centre to encourage increased pedestrian flow around the whole of the area with reference to:</p> <ul style="list-style-type: none"> <li>i) Retail and Health and Beauty - Design and coordinate campaigns which highlight the particular strengths of this sector in Northampton</li> <li>ii) Culture and Leisure - Raise the profile and awareness of the quality and diversity of the culture and leisure economy in Northampton town centre increasing the numbers of visitors enjoying this aspect of the town centre at all times of day, evening and night.</li> <li>iii) Professional Services - Develop specific campaigns to enable the professional service businesses in Northampton to raise their profile locally and regionally and benefit from the association with the Northampton town centre identity.</li> </ul>
C	Develop effective communications between businesses to promote a sense of a business community and awareness of different issues which may affect trading conditions, opportunities and their immediate environment.
D	Help businesses to achieve more by supporting them to increase their presence and trading ability on digital platforms such as social media and the internet.

## Measures and Results:

- Increased levels of sales activity and footfall across the whole of the town centre.
- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent (a.v.e).
- Numbers of businesses actively engaged in BID activities and the use of and their association with Northampton BID in their own marketing and promotion.
- Numbers of businesses and public regularly engaged and involved in a loyalty scheme.
- Increased interaction with and support from stakeholders including local authorities.
- Retaining Purple Flag accreditation.

“ We have seen some fantastic work take place because of the BID – the Hosts keeping businesses regularly informed of ongoing projects, the floral planters, a packed calendar of events promoting Northampton and attracting people to the town throughout the year. The BID also provides businesses with many opportunities for promotion throughout the year. All of these reasons mean we will be voting to keep the Northampton BID running for the next five years.

Rebecca Coleman – Vision Express



VOTE  
'YES'

# Objective 2

## Develop the Northampton town centre experience

To create a sense of 'place' for visitors and people working in the town centre to enjoy.



### Amount the BID will spend:

An average of **£91,500** per year

A total of **£458,000** over the 5 years.

In the surveys, the top issues ranked as very poor or quite poor were crime and safety related issues. There were noticeable negative perceptions about the amount of homelessness and drink and drug issues on the streets. In the during COVID survey, "Crime and safety generally" was ranked the highest in terms of importance at 90% and in the pre-COVID survey this was 99%, clearly identifying that there is the need for improvement in this area.

An important factor in creating an attractive town is the cleanliness and appearance of the area. 'Street cleansing' was rated highly, with 85% saying it was important. In regard to future projects, 'Litter control' and 'Targeted cleaning' appeared in the top six as being beneficial, with 76% and 75%.



**93%**

of businesses said we need to continue to work with others to tackle street begging and rough sleepers

**87%**

of businesses said that although cleanliness has improved we need to continue working with the council to make it even cleaner

**78%**

of business views agreed with the funding and plans the BID has secured with the Council, which focus on improving the use of the Market Square



## What we can deliver if you vote YES

<b>A</b>	<p>Uniformed day time Hosts to:</p> <ul style="list-style-type: none"> <li>i) Work closely with the Police and other organisations in addressing antisocial behaviour and crime issues which impact upon the visitor experience.</li> <li>ii). Act as a welcome presence for visitors to the town.</li> <li>iii). Support delivery of projects and events.</li> <li>iv). Support businesses by communicating issues which affect their business on a day to day basis.</li> <li>v). Liaise with businesses on the benefits and opportunities which exist through BID projects and activities.</li> </ul>
<b>B</b>	Work collaboratively with the Police, Local Authority, CCTV, voluntary organisations and other agencies to influence reduction in business crime, antisocial behaviour, street drinking and begging on the streets which impacts upon businesses and the visitor experience.
<b>C</b>	Work with businesses and other organisations to organise, coordinate and integrate culture and leisure events to improve the visitor experience, benefit businesses and create a sense of community.
<b>D</b>	Work with others to improve pedestrian flow between different parts of the town centre and its businesses through information and improved signage which encourages people to explore the town centre and all it has to offer.
<b>E</b>	Provide targeted street cleaning, deep cleaning and litter control where appropriate and only in addition to the services provided by the local authority, to improve the town centre environment and make it more attractive.
<b>F</b>	Where appropriate, support the use of additional floral displays and festive and creative lighting to improve the appearance and vibrancy of the streets and open spaces, in a way which complements and develops the characteristics of each part of the Northampton BID area.
<b>G</b>	Work closely with the Councils and Car Park operators to influence the provision of a 'parking experience' across Northampton for both visitors and those who work in the area, in a way which is commercially sustainable, increases patronage and meets the needs of the town centre's businesses.
<b>H</b>	Work closely with partners to provide support to businesses at times of national or local incidents or emergency situations.

## Measures and Results:

- Improve visitor and business perception of the sense of community and business safety.
- Reduction of incidents of crime and anti-social behaviour.
- Measured assessment of the degree of litter and cleanliness of the Northampton BID area.
- Numbers of parking spaces available in or near the BID area both on and off-street.
- Improved perceptions of ease with which visitors, workers, and residents they can navigate and traverse the BID area.
- Regular flow of information and sharing of intelligence to support business crime prevention.

**VOTE**  
**'YES'**

# Objective 3

## Business Growth and Investment in Northampton town centre

Encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.



### Amount the BID will spend:

An average of **£54,500** per year.

A total of **£274,000** over the 5 years.



In the virtual sector workshops, commercial attractiveness was the topic that was discussed the most. There was a general consensus that this needs to be improved in Northampton, to attract new businesses into the area and people into the town. The need to improve the range of shops in the town centre was discussed as well as the need for there to be more restaurants that offer a high-quality dining experience.

In the surveys a number of comments related to the retail offer and the loss of national brands. This has created some sizable empty units which has had an impact on footfall, but there was a view that there should be focus on developing a unique retail, leisure and cultural mix.

**85%**

of businesses said 'Lobbying the local authority on proposals/actions which impact on business and trading environment' will benefit them

**50%**

of businesses said 'Networking and developing trading relationships with other businesses' will benefit them



## What we can deliver if you vote YES

A	Work with key stakeholders and influence the attractiveness and marketability of vacant sites and properties across the town to encourage growth and investment.
B	Work with businesses, landlords and potential investors to encourage flexibility on the use of space for new and existing businesses to encourage development and growth.
C	Work with others to develop links between businesses and organisations in the town centre and its surrounding area to encourage a town centre focused Northampton economy.
D	Act as a collective voice to represent business interests with all stakeholders in planning and delivery of developments for the town centre and its public realm.
E	Encourage and support relationships between businesses and organisations which develop skills and share best practise and have a positive impact upon business performance.
F	Seek match funding and grant opportunities to increase value for Northampton businesses and to enhance the BID budget, broadening the potential scope of projects and activities to maximise impact and benefits.
G	Work with other organisations to monitor foot-flow, commercial performance and customer perceptions across Northampton town centre and provide regular reports and performance updates for businesses.

## Measures and Results:

- Numbers of businesses actively engaged in award schemes for customer care and businesses performance.
- Increased level of investment in existing and new businesses.
- Increased range of retail, tourism, leisure and evening economy offerings.
- Reduced levels of vacant and derelict properties across the BID area.
- Increased number of new businesses established in the BID area.

“Crime, safety and anti-social behaviour are key issues in Northampton as they are everywhere. Without the BID we would not have had the dedicated additional Police resource or NTARS (Northampton Antisocial Reporting Scheme). BID partners along with all agencies must work together to tackle these issues.

Ian Dixon – WH Smith



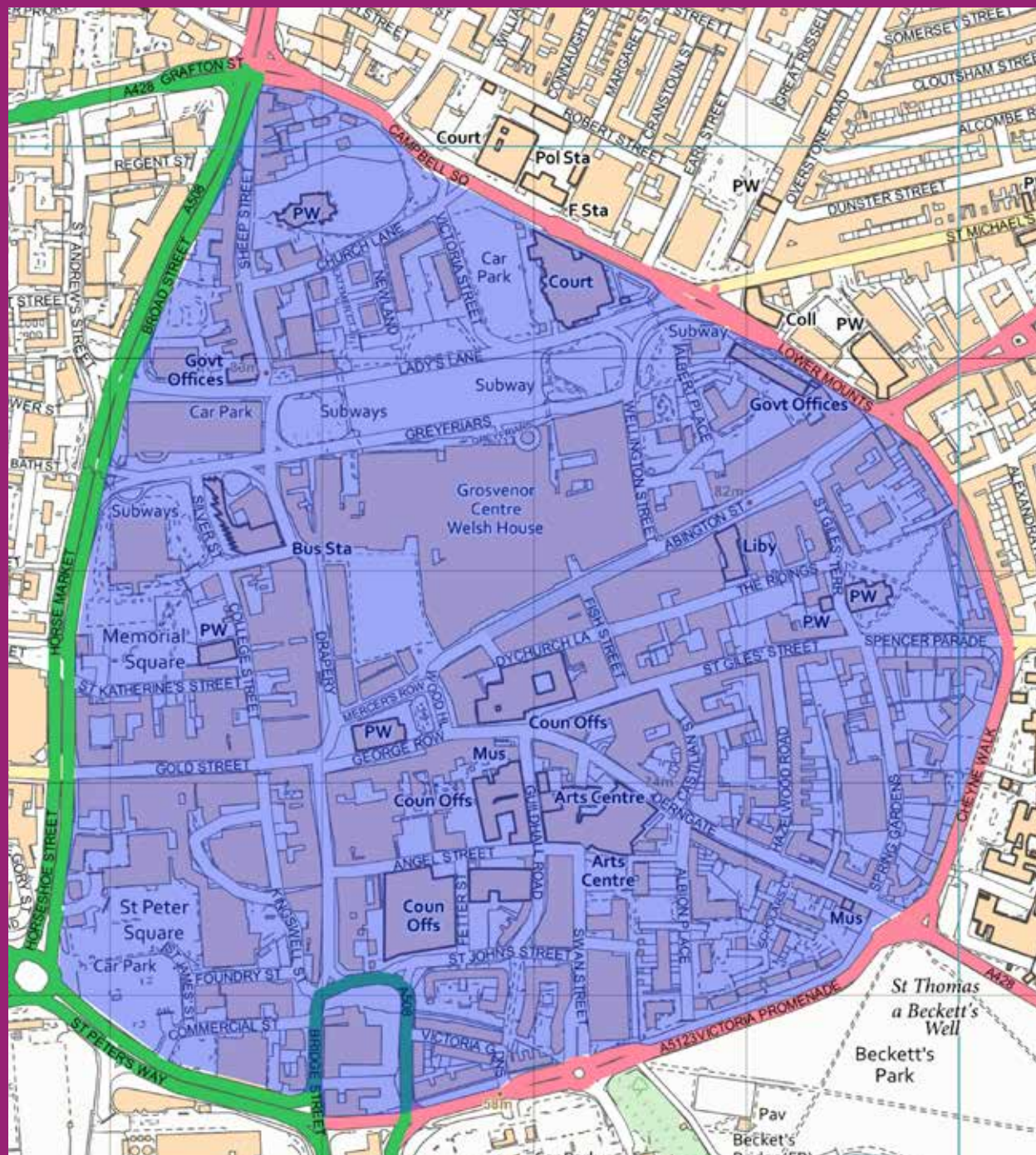
# VOTE 'YES'

## The BID area

The shaded area represents the full extent of the Northampton Business Improvement District.

The BID area covers those businesses, whose rateable value is £5,000 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.





## We need the BID to continue

“ We have appreciated all the work the BID has done to make a Northampton a more attractive and welcoming place, such as additional litter bins and window vinyls to tidy up vacant units. The BID has also run Tidy Days that have included additional street cleaning, litter picking, high pressure washing and chewing gum removal which have been instrumental in making Northampton more appealing for visitors.

**Andrew Cruden** – Market Square News



“ Berties benefits greatly from being a part of the BID. The Host's presence on the streets is a big help in ensuring there is a safe and welcoming experience, whilst the marketing the BID does through ebulletins, newsletters, social media and the BID's website is a big plus. We are extremely proud to be part of Northampton and are grateful for the support that the BID provides us as a business in the area.

**Duncan Wilde** – Berties



“ A Business Improvement District provides us with a collective business voice and a point of contact that we wouldn't have if the BID wasn't running. I urge you to get involved and work together for our town and our future by voting 'YES' in the ballot in February.

**Thomas Sinclair** – Michael Jones Jeweller



“ As a toy retailer our main audience is families and children, so we appreciate all the family-friendly activities the BID runs to attract them to the town centre. This has included numerous character meet and greets, the Street Circus and the Discover Northampton Children's Trail. We will be voting 'yes' in the February 2021 ballot to ensure that these events will continue to draw in families.

**Sarah Grinsted** – The Entertainer



“ The BID team are always friendly and approachable, and they help to keep us up to date with any matters or activities and are there to support with any issues we have. Vote 'YES' in the renewal ballot for this support to continue.

**Colin Ford** – Boots



**VOTE  
'YES'**

## Budget



Average Annual  
Levy Income  
**£300,000**



Objective 1  
Annual Average  
**£93,000**



Objective 2  
Annual Average  
**£91,500**



Objective 3  
Annual Average  
**£54,500**

## Northampton BID 5 year budget: 2021 – 2026

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
<b>Income Based on Levy at 1.1%</b>							
BID levy revenue (Note 1)	£296,642	£299,608	£302,605	£305,631	£308,687	£1,513,172	94%
Other Income (Note 2)	£20,000	£20,200	£20,402	£20,606	£20,812	£102,020	6%
<b>Total Income</b>	<b>£316,642</b>	<b>£319,808</b>	<b>£323,007</b>	<b>£326,237</b>	<b>£329,499</b>	<b>£1,615,192</b>	<b>100%</b>
<b>Expenditure</b>							
Objective 1 – Promote and celebrate Northampton and its businesses	£93,310	£93,149	£92,986	£92,822	£92,656	£464,922	29%
Objective 2 – Develop the Northampton town centre experience	£92,000	£91,841	£91,681	£91,519	£91,355	£458,395	29%
Objective 3 – Business Growth and Investment	£55,000	£54,905	£54,809	£54,712	£54,614	£274,041	17%
Central Management Costs, Administration, Office (Note 3)	£56,000	£56,560	£57,126	£57,697	£58,274	£285,656	18%
Levy Collection costs (NBC)	£5,500	£5,555	£5,611	£5,667	£5,723	£28,056	2%
Contingency (Note 4)	£14,832	£14,980	£15,130	£15,282	£15,434	£75,659	5%
<b>Total Expenditure</b>	<b>£316,642</b>	<b>£316,990</b>	<b>£317,342</b>	<b>£317,698</b>	<b>£318,056</b>	<b>£1,586,729</b>	<b>100%</b>
<b>Accrual for Renewal</b> (Note 5)	<b>£-</b>	<b>£2,818</b>	<b>£5,664</b>	<b>£8,539</b>	<b>£11,443</b>	<b>£28,464</b>	

### Notes

1 Assumes a 1% per annum inflation

2 Including income from landlords, associate members of the BID and other sources (including in-kind)

3 Central admin, office and fixed overheads

4 Calculated as 5% of total levy billed

5 Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

This Prospectus should be read in conjunction with the Levy Criteria and Budget to be found in the full BID Proposal and Business Plan accessible on [www.discovernorthampton.co.uk](http://www.discovernorthampton.co.uk) or by contacting the BID team on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or 01604 837766



## What it will cost you

The levy is based upon a property's rateable value being 1.1% of rateable value for properties outside the shopping mall and 0.82% of the rateable value for properties inside a shopping mall. This is explained in more detail within the Levy Criteria of the full BID Proposal and Business Plan. This will generate over £1.5 million over five years.

### How the cost breaks down

Rateable Value	Rate	Annual Cost	This equates to weekly cost of	This equates to a daily cost of
£0 – £4,999		zero	zero	zero
£5,000 – £9,999	£110	£110	£2.12	£0.30
£15,000	1.1%	£165	£3.17	£0.45
£20,000	1.1%	£220	£4.23	£0.60
£50,000	1.1%	£550	£10.58	£1.51
£100,000	1.1%	£1,100	£21.15	£3.01
£250,000	1.1%	£2,750	£52.88	£7.53

**VOTE**  
**'YES'**

## The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

In addition to receiving the broad benefits that the BID offers your business in terms of driving local business investment and growth, you will gain direct access to collective promotional campaigns and have the opportunity to link into social and digital media activities. You will have access to collective business security initiatives, the opportunity

to participate in seminars and workshops offering business support and advice, invitations to regular BID networking events to develop greater local business community collaboration and much more.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving Northampton town centre.

## Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be at least £100,000 over the five year period.

Through discussion, developers, property owners and other

stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

There may be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 1% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2021.

## Ballot Timetable

### Ballot and voting

Businesses in Northampton will be asked to vote on whether or not they wish the Northampton Town Centre BID to implement the business plan over the next five years 2021 to 2026. Ballot papers will be sent out on Thursday 28th January 2021 to the person identified in the specially prepared register of potential voters held by Northampton Borough Council. Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 25th February 2021. The result will be announced on the following day.

### Timetable

#### Week commencing

**Monday 11th January 2021** – Launch of Business Plan week

#### Ballot period begins

**Thursday 28 January 2021** – Ballot papers issued

#### Ballot period ends

**Thursday 25 February 2021** – Ballot closes at 5pm

**Friday 26 February 2021** – Ballot results announced

**Thursday 1 April 2021** – Operations of the new BID start

## The Importance of Voting 'YES'

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st March 2021 and businesses will be left to face the challenges and uncertainties of the future alone.

### The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

## Get involved – this is your BID

Vote **YES** in the BID Renewal ballot



# VOTE 'YES'

“As an independent, I place great value on the support offered to us by Northampton BID. Projects such as the mystery shopping initiative, allow us all to raise our game whilst publications such as the Food and Drink and Evening Economy Directory help to promote the towns offer. Without the BID, small businesses would not have access to these resources.

**Steve Ward** – St Giles Cheese





## Monitoring Success

### Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, working with the local authority and other public bodies and the police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

### Monitoring of basic service provision

Northampton Borough Council, Northampton County Council and the new Unitary Authority are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements. From experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

So local businesses have some control of Business Rates Investment in their area and the quality of local authority service provision.

### Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and the ability of businesses to recruit people with the right skill levels. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.

“ Having only been open in Northampton for little over a year, the support that the BID has offered us already has been invaluable. The BID team welcomed us into the area and gave us all the help and assistance we needed being a new business in the area. We will be voting ‘yes’ in the upcoming ballot to ensure this support continues.

Aaron Dilley – Humpit



# VOTE 'YES'



## Governance

The preparation of this BID Proposal has been managed by the Northampton Town Centre Ltd which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of the Northampton Town centre Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects. It will continue to be driven by the private sector and includes one Councillor from Northampton Borough Council as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of

the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will also continue to be hands-on dedicated Project and Contract Management to support the initiatives from the working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.





“ As an independent business in Northampton, we have really appreciated all the work the BID has done to try and promote independent businesses like ours. Independent Retailers month, Small Business Saturday and Shop Local Promotions are just a few of the campaigns that the BID has been involved in to promote independent businesses in Northampton.

**Pete Chuong** – Studio Nails





## Vote 'YES'

The BID has worked throughout the last year to do whatever it can to support businesses and use their collective influence to generate as much support as possible from others, including the government at national level and the Borough and County Councils.

We have to look forward and the BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new era in the life of this town. The BID's ability to influence has increased significantly and it is now leading and driving key initiatives working closely with the local authority and other key businesses and organisations on plans which will shape the future of Northampton.

A renewal of the Business Improvement District provides us with an opportunity to forge even stronger links between ourselves and work on projects which we initiate and are important to us as committed and hardworking

business people. Towns and cities across the UK are changing rapidly and we need to ensure that Northampton does not get left behind but takes advantage of its unique position in terms of its heritage and the strength of its people through their passion for the town.

Without the BID, there will be no collective voice or mechanism through which you can shape or control the support you receive and businesses will be left to face the challenges and uncertainties of the future alone.

This plan provides a renewed energy for the businesses of Northampton and a clear direction in the post COVID recovery phase.

The first step in your involvement and the forthcoming journey is to vote 'YES' in the ballot in February.

### **Brendan Bruder**

Abbey Ross Property Consultants  
Co Chair of Northampton BID



## Let's shape the future of Northampton together

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.discovernorthampton.co.uk](http://www.discovernorthampton.co.uk) or by contacting the BID team on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or **01604 837766**.

**VOTE**  
**'YES'**

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