

# Northampton

## TOWN CENTRE BID

For the businesses by the businesses

August 2021

# DINOS A 'SMASH HIT' AS FAMILIES FLOCK TO TOWN



The BID delivered the first major public event to take place in Northampton since the easing of lockdown restrictions and saw business booming thanks to the visit of a pack of prehistoric dinosaurs.

Europe's biggest T Rex was one of a number of dinosaurs wowing the crowds as thousands of families flocked to Northampton town centre on Saturday, July 24. To accompany the large dinosaur arena in the Market Square, roving dinosaurs, dinosaur stories, eggs and the 'Dino Trail' app all entertained families and helped to encourage people to visit all aspects of the town.

Footfall figures show a 42 per cent week-on-week increase in visitors to the Market Square and a 27 per cent rise on the equivalent Saturday in 2019, before the pandemic struck, while Grosvenor Shopping reported a 24 per cent week-on-week rise in shoppers and extra passengers travelled into town on Stagecoach buses.

These percentage increases in footfall counts translate into thousands of extra visitors in the Market Square over and above pre-pandemic levels with many national and independent businesses also laying on their own activities and promotions to attract customers to their stores throughout the event.



   @NorthamptonBID

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

## Newsletter



# A 'ROARSOME'



## BUSINESS INVOLVEMENT

Over 15 businesses and partners got involved to host activities and giveaways in conjunction with the event. Metro Bank gave out more than 300 craft bags to youngsters and reported a significant rise in visitors throughout the day. Cosmetics chain Lush encouraged young shoppers to create their own dinosaur out of colourful, fruit-scented soaps while national fashion brand New Look laid on an in-store dinosaur trail.

Northampton Museum and Art Gallery, which staged craft activities for children, enjoyed comfortably its busiest day since reopening, while retailers and food outlets also reported a surge in trade. The event also helped to draw people's attention to the town's independent retailers, who relished the chance to get creative and come up with incentives to attract shoppers.

The event in numbers:

42 – Percentage week-on-week increase in visitors to the Market Square

1,350 – extra cars in council-run car parks compared to previous week

24 – percentage week-on-week increase in visitors to Grosvenor Shopping

33 – Dino Diner meal deals and special offers from town centre businesses

## DINO DATA



# TIME IN TOWN



## DINO DOME

A sell-out interactive Dino Dome cinema with an interactive VR experience was held in the Market Square on Saturday, July 31 with more than 400 families attending throughout the day. This was funded through the Welcome Back Fund.

## DINO TRAIL APP

More than 340 families enjoyed an interactive 'Dino Trail' after downloading the Explore Northampton app on its launch day. Users can continue to hunt for 10 friendly augmented reality dinosaurs which will come to life through smart phones in different locations around the town centre throughout the summer and we will continue to promote this as an added incentive to visit the town. This was funded through the Welcome Back Fund.

## DINO DINER MEAL DEALS

A total of 33 cafes, restaurants and takeaways embraced the event by providing a range of £5 and £10 'Dino Diner' meal deals and other special offers. These meal deals ran over a three-week period until 14 August.

## JURASSIC PARK

A special screening of Jurassic Park was held at Northampton Filmhouse with film fans able to take a trip back in time to enjoy the classic movie.

## THE DINOS ON STAGE

The dinosaurs returned to Northampton for a sell-out performance hosted by The Deco theatre in support of the period on August 13/14 with families able to once again get up close and personal with the giant beasts.



# 600 PERFORMERS, SIX STAGES, ONE MAGNIFICENT MUSIC FESTIVAL



## NMF 21

### NORTHAMPTON MUSIC FESTIVAL

Town centre streets will be transformed into a hive of live music this September, with hundreds of performers showcasing their talents across multiple stages as part of the 2021 Northampton Music Festival.

The Festival, which takes place on Sunday, September 5, will celebrate Northampton's rich music culture and give musicians and artists the chance to play in front of a home town crowd.

More than 60 acts have already been confirmed for the free one-day spectacular, with a total of six stages in and around the town centre hosting up to 600 individual performers.



The main stage will be in the Market Square with other performances scheduled to take place in All Saints Church, Element student union, Guildhall Courtyard, the Guildhall Hotel and the Northampton Museum & Art Gallery courtyard.

The music festival is being staged in conjunction with West Northamptonshire Council and Northampton Town Centre Business Improvement District (BID).

Businesses wishing to host an artist can contact the organisers direct.



# SHOW SOME PRIDE AND GET INVOLVED!

On Sunday, September 12 the town centre will be acknowledging and supporting the annual Pride festival.

The BID will be a key partner of West Northamptonshire Council, arranging an inclusive event in the Market Square and a small parade along Abington Street.

Businesses are encouraged to actively support the celebrations by dressing windows and encourage colleagues to dress up for the occasion.

Please send in your photos to [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) and we will share the best images on our social media channels.



# LIGHT UP YOUR LIFE FOR DIWALI

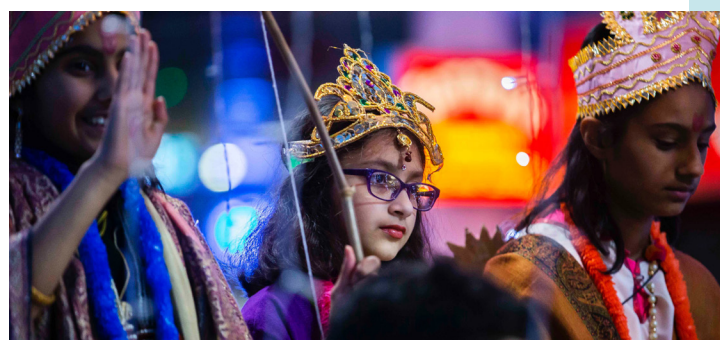


Diwali celebrations will return to the town centre on Saturday, October 30.

The event has become the biggest Diwali celebration in the county and sees hundreds of visitors join to celebrate the event which will consist of entertainment in the Market Square and a parade along Abington Street and St Giles Street.

Businesses are encouraged to consider extending their opening hours to trade during the event and light up window displays in support.

The BID will again be partnering the event with IHWO (Indian Hindu Welfare Organisation) to assist with planning, delivery and marketing.





## 'TIDY UP OUR TOWN' – BUSINESSES URGED TO JOIN CLEAN-UP CAMPAIGN



Town centre businesses will have the chance to spruce up their shop fronts and bring Northampton back to its best as part of a dedicated 'tidy day'.

The concerted clean-up campaign will see business owners encouraged to transform the look of their workplace and make shops, cafes, restaurants even more welcoming to visitors to the town centre.

The event, which takes place on Monday, August 23, forms part of a series of projects to tidy up the town focusing upon objective two of the BID business plan. Businesses are encouraged to clean their windows, sweep the pavements, paint woodwork and carry out any tasks to tidy-up their doorways, taking before and after pictures to show the difference they have made.

August 23 will form the focal point of a week of action across the town. Other days will see similar activities organised by Northampton Town Council, with each councillor taking the lead for their individual wards.

Other organisations involved in the event include West Northamptonshire Council, Veolia and NLive Radio.

Anyone interested in getting involved please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

## HOST HIGHLIGHTS

### Since April 1st the BID Hosts have carried out the following:

Business Engagements: 1,214

Street Cleaning Reports: 391

Including:

- Fly tipping: 165
- Litter 57
- Glass 25
- Overflowing bin 28

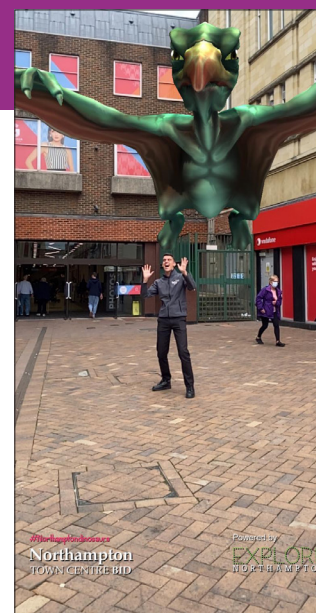
First Aid: 18

Anti-Social Behaviour Reports: 89

Ambassadorial Engagements: 119

Including:

- General conversations and information 65
- Directions 41



BID Hosts continue to liaise with partner agencies to help tackle ASB issues that are having an impact on the visitor and trading environment. Hosts will continue to work closely with agencies such as the police, council and CCTV control to raise concerns from businesses and work toward a solution. Hosts also regularly join officers from the Neighbourhood Policing Team to patrol the town centre and discuss any concerns that businesses have reported. On several occasions, hosts have provided statements and video evidence to Northamptonshire Police.

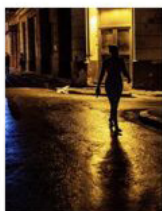
Hosts are able to provide emergency first aid, and their quick response allows initial treatment to begin prior to the ambulance arriving with vital information passed on to the paramedics. Hosts have also been busy supporting events and initiatives such as the dinosaur event and provide a vital role in helping members of the public in the town centre.

# OP KAYAK LAUNCHED TO SAFEGUARD TOWN CENTRE VISITORS

## Operation Kayak

Preventing Sexual Offences in the Night  
Time Economy

DI Liz BASHAM  
DS Ruth MAHER



In an emergency call **999**  
For non emergencies call **101**



[www.northants.police.uk](http://www.northants.police.uk)



Northamptonshire Police  
Fighting crime, protecting people

Northamptonshire Police has recently launched Operation Kayak, a campaign to safeguard the public from sexual violence by proactively disrupting predatory behaviour - therefore making the town a safer place allowing visitors to enjoy the night-time economy.

Op Kayak will see four pods deployed on a Friday and Saturday evening into the town centre. The four pods will be manned by four officers, two of which will be uniformed and the remainder plain clothed.

The police are encouraging businesses to support the operation and report these behaviours. The operation will also be delivered by working closely with unitary authorities, street pastors and CCTV control rooms.

As part of the launch, the police held a briefing session for interested late night operatives which was attended by a number of businesses within the town. A future briefing is being arranged, please look out for our ebulletins with dates.

## MEET THE COMMISSIONER

BID members will have the chance to discuss current issues and raise any concerns with Northamptonshire Police, Fire and Crime Commissioner Stephen Mold on Monday, September 27. The meeting has been arranged on the back of business visits by Northampton South MP Andrew Lewer.



Stephen will meet with a small group of businesses to discuss any concerns raised. Representatives from key locations have been identified. Please could businesses email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with any issues or concerns that they would like to be raised and these will be passed on to their relevant representative.

### REPRESENTATIVES :-

Abington Street – Kerry Reynolds, Metro Bank  
Bridge Street, Gold Street and St Peters Way – Danny Kintu, Escape Venue  
Cultural Quarter – Julie Teckman, Vintage Guru  
Grosvenor Centre – Tom Litchfield  
Drapery, Market Square, Mercers Row, George Row, Wood Hill – Andrew Cruden,  
Market Square News

## MAJOR DEVELOPMENTS COMING SOON!



Northampton has been fortunate to receive £25 million as part of the Government's Towns Fund which will support nine new projects to rejuvenate the town centre. These include the former BHS and Marks & Spencer stores which are currently undergoing an options review and the Market Square refurbishment.

The Market Square is currently being surveyed to map out what secrets lie beneath. The outcome of this survey will help to shape the final scheme of work. Once the plans have been finalised and approved, works could commence within the next 12 months and the transformation of the town centre will begin.

# Your Business Improvement District

# Northampton TOWN CENTRE BID

For the businesses by the businesses

## Google Digital Garage

Our partnership with Google Digital Garage continues to give town centre businesses the opportunity to receive free live webinar training and upskill your workforce.



Three further sessions are planned in the months ahead. Visit [www.discovernorthampton.co.uk](http://www.discovernorthampton.co.uk) for full details.

**Session 1: 'GET YOUR BUSINESS VISIBLE ON GOOGLE'** - 10am to 11am Tuesday, October 5

**Session 2: 'GET STARTED WITH DIGITAL ADVERTISING'** - 10am to 11am Wednesday, October 20

**Session 3: 'GET STARTED WITH ANALYTICS'** - 10am to 11am Thursday, November 18

Registration to Google Digital Garage sessions will be via Eventbrite. Please refer to future eBulletins in which links will be published when available.

## DATE FOR THE DIARY

Our Annual General Meeting will take place on 30 September at 2pm.

If you wish to attend and vote on key matters, you will need to be a Northampton BID member. If you are not a member at this time, please visit [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk) where you can download an application form.

For more information, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## KEEP UPDATED

Make sure you are kept up to date with BID news and activities by signing up to our weekly ebulletins. These also contain important information about town centre news and events.

Covid-19 has proved how important communication is and our weekly comms have been vital at helping to get the message out to businesses about relevant grants and government guidance.

Email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) to make sure you receive these or to speak to the BID team.

### Northampton Town Centre Ltd

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