

Northampton

TOWN CENTRE BID

For the businesses by the businesses

June 2021

A WARM WELCOME TO OUR BUSINESSES



A warm welcome back to all our businesses that have been able to reopen following the 3rd stage of the government's recovery plan on the 17th of May. With non-essential retail and both outdoor and indoor hospitality now back open, the town centre is starting to feel a lot more normal once again.

The final stage of the recovery plan is set to take effect from the 21st of June, with all remaining businesses being able to reopen. We await further details of required guidelines and will support all those businesses as they emerge once again from lockdown.

We look forward to being able to welcome back all businesses and we will be working hard with partners, councils and businesses to accelerate recovery.



**THE DINOSAURS
ARE COMING TO
NORTHAMPTON
TOWN CENTRE**

Saturday, July 24



See inside for more details

   @NorthamptonBID

www.northamptonbid.co.uk
www.discovernorthampton.co.uk

Newsletter

BOARD UPDATE

Following the board election on the 29th of April, Kerry Reynolds - area manager of Metro Bank, has been successfully appointed co-chair of the BID alongside Andrea Smith from Franklins Solicitors.

Brendan Bruder of Abbey Ross has stepped down as co-chair but will continue his ongoing voluntary contribution as a board director. We would like to formally thank Brendan for his valued time, contribution and leadership.



YOUR BID TEAM



You can find out more about Balpreet Singh and a typical day in the life of a BID Host at

www.discovernorthampton.co.uk/bid-team/

Balpreet Singh has been appointed as our 3rd Northampton BID Host. His role includes patrolling the town centre, working with partners to report issues of cleanliness and anti-social behaviour to help keep our town clean and safe, providing a welcoming face to our residents and visitors and engaging with businesses. Balpreet will work alongside Bailey and Kimberley.

All our Hosts are equipped with radios, which connect them to the Town Centre CCTV Operations in order to report and deter anti-social behaviour, and body cameras which capture footage that can be used as evidence by Northamptonshire Police.

Balpreet said: "For as long as I can remember I've always enjoyed helping people and going above and beyond for anyone who needs assistance. This role, which I'm thrilled to have been given, is everything I've been looking for and I'm already enjoying helping businesses as we begin to emerge from lockdown and get back to normal."

COVID RECOVERY TASKFORCE

The BID continues to chair the COVID recovery taskforce for the town centre.

The group meets fortnightly to review footfall, and plan the response to present or predicted issues.

The current focus of the group is to fully utilise the town's Welcome Back Fund from Government to assist with increasing levels of consumer confidence through safe and clean initiatives, as well as providing animations and events to entice their return.



POSITIVE REOPENING MEDIA COVERAGE



Orange Juice PR has recently been appointed as the BID's PR and marketing contractor. Their initial challenge was to obtain positive media coverage of events and activities delivered in support of the reopening.

Already this has included two front page headlines in the Chronicle & Echo, numerous broadcast interviews with NLive Radio and BBC Radio Northampton, a mention on ITV Anglia's morning bulletin during Good Morning Britain, features on ITV Anglia News and BBC Look East plus plenty of articles in a variety of local print and online media, as well as high levels of engagement across all of the BID's social media platforms.

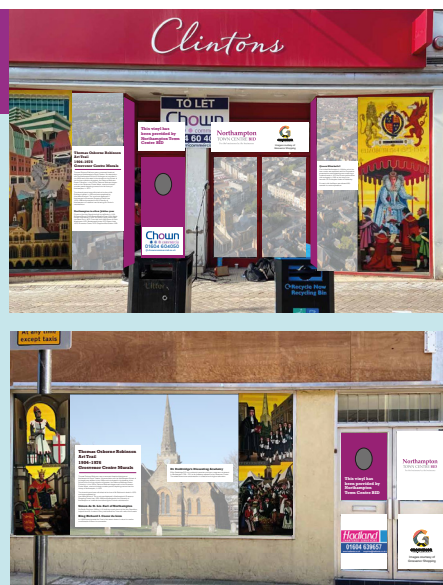
SHOP LOCAL SHOWCASE : LET US HELP PROMOTE YOUR BUSINESS

The BID is offering every business in the BID area the opportunity of free ongoing promotion via our website and social media channels.

We have relaunched our online Shop Local Showcase to support businesses and to help keep consumers informed of business activities.

If you have a new website, product or team member, an offer or event, or are celebrating a business milestone – we want to hear from you.

Simply send us your business news or offers to info@northamptonbid.co.uk and we will create a short news story for you and share it online.



WINDOW VINYL ART TRAIL

We are in the process of producing a Window Vinyl Art Trail to brighten up vacant windows in the town centre with an artistic makeover, celebrating the works of local artist Thomas Osbourne Robinson.

Grosvenor Shopping has granted permission for us to use the artwork previously displayed in the centre in the 1990s.

The images depict significant events throughout Northampton's history, allowing us to create a trail for visitors to view and enjoy.

Many thanks to Grosvenor Shopping for allowing us to use these works and to Chown Commercial and Hadlands for assisting us with this project.

OP CHALLENGE RESULTS AND NTARS

Northampton BID funded six extra policing shifts every week supporting Northamptonshire Police's town centre crime operation, Op Challenge.

Concerns were raised by traders who were worried about opportunist thieves while they had fewer staff working or whilst they were closed. The BID stepped in to proactively deter criminal activity and reassure businesses.

Inspector Andy Blaize said: "We're very grateful for the continued support we get from the Northampton BID who we work with very closely. The extra resource we are able to provide in the town centre has led to the reduction of anti-social behaviour and incidents of crime."



Op Challenge officers helped create a "no-go" zone and dealt with a total of

80 Arrests
128 Stop Searches
491 Alcohol Seizures
309 Intelligence Logs



Op Challenge officers were also able to increase intelligence using the Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) designed specifically for the BID to enable businesses in our town centre to share and report anti-social behaviour (ASB) and 'low level crime'.

NTARS feeds into West Northamptonshire Council's ASB Case Management Team, the local Outreach Team and the Northampton Business Crime Partnership (NBCP) based at Campbell Square police station.

If you would like to sign your business up to NTARS, please email info@northamptonbid.co.uk and request a visit from the Hosts who will guide you and your staff through the easy-to-use scheme.

AUTISM AWARENESS IN THE WORKPLACE

Track NN has organised two virtual training sessions for BID businesses to raise awareness of autism and employment.

There will be two 60 minute sessions at 10am and 3pm on Tuesday 8th June. Sign up via these eventbrite links.

www.eventbrite.co.uk/e/autism-in-the-workplace-northampton-bid-event-morning-tickets-152095348281

www.eventbrite.co.uk/e/autism-in-the-workplace-northampton-bid-event-afternoon-tickets-152095783583



GEOSENSE

In July we will be welcoming the installation of Geosense footfall trackers. This will provide enhanced detail and insight in to consumer usage of the town centre.

This extra level of detail will be available to businesses and can be obtained by signing up to our Retail Sales Monitor.

To receive this information we simply request, on a weekly basis, detail of your individual sales performance as a percentage variant against the previous week and 2019.





THE DINOSAURS ARE COMING TO NORTHAMPTON TOWN CENTRE

Saturday, July 24

JOIN US FOR A "ROARSOME" DAY OF FREE FAMILY FUN
IN NORTHAMPTON TOWN CENTRE WITH SOME VERY
SPECIAL DINOSAUR GUESTS!



Dino Dome - 31st July

Travel back in time through the Triassic, Jurassic and Cretaceous geological periods in search of the ancestors of modern-day birds, the feathered dinosaurs. Visitors will get the opportunity to watch a 30 minute film, Dinosaurs At Dusk – the Origins Of Flight. VR headsets will also be available for people to immerse themselves in the land of the dinosaurs.

Dino Trail App - 24th July – 14th August

A fun filled roarsome adventure for children, hidden in different locations around Northampton town centre, they can discover and augment 10 friendly Dinosaurs. Find them using the Explore Northampton app, available on Apple and Android stores.

BUSINESSES ARE ENCOURAGED TO GET INVOLVED

All businesses located in the BID area are encouraged to consider doing **activities and offers during July 24 - August 14** to help people rediscover Northampton and entice visitors into the town centre. Take part by staging a Dinosaur Themed activity, offering a Dino Diner Meal Deal, or sharing a general offer which will be promoted throughout the campaign on our social media and website.



**Food and Drink and Hospitality
venues are encouraged to provide
Dino Diner Meal Deals consisting of:**

- A £5 offer
- A £10 offer
- A themed dinosaur meal
- Discounts off certain meals

Please speak to the BID Hosts to discuss your ideas or email promotions@northamptonbid.co.uk detailing your Business name, Contact name, Telephone number and details of your offer. All businesses can provide general offers of any promotion running during this period of time.



Your Business Improvement District

Northampton TOWN CENTRE BID

For the businesses by the businesses

DIGITAL ACADEMY

To further assist businesses in their use of the internet, social media and online trading we will be launching a Digital Academy over the forth coming weeks.

This is designed to support businesses by offering free training opportunities and is supported by The University of Northampton and the Federation of Small Businesses.

GOOGLE GARAGE PARTNERSHIP

We are thrilled to announce an official partnership with Google - giving our town centre businesses the opportunity to receive free live webinar training and upskill your workforce.

Google
Digital Garage

Our first session was **Get started with Click and Collect** which took place on **Tuesday 25th May**.

Join us for our second session **Find Customers with Google Maps** on **Tuesday 22nd June** between **10.30am – 11.30am**.

In this session you will learn:

- How to create a Google Maps listing for your business and how you can verify it
- Top tips for optimising your listing
- Ways you can engage customers further with Google My Business features

Visit www.discovernorthampton.co.uk for full details.

KEEP UPDATED

Make sure you are kept up to date with BID news and activities by signing up to our weekly ebuletins. 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 to make sure you receive these or to speak to the BID team.

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