

Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business
Improvement District

ANNUAL REPORT 2021/2022

Building back better as shoppers 'Discover Northampton' once more

The past 12 months has seen businesses across Northampton town centre begin the process of getting back to something approaching normality as we continue to emerge from the COVID-19 pandemic.

The BID, in its first year of a new five-year term, has been there throughout to support and nurture both returning businesses and new arrivals to our town centres streets.

We have embarked on an exciting programme of events and activities designed to encourage families to come back into Northampton and revisit their best-loved retailers, hospitality venues and attractions.

The BID has helped businesses secure appropriate and relevant grant funding to help ease the financial burden of the past two years, while leading the way in pushing for further investment into our town centre.

A renewed sense of optimism is there for all to see, with new plans for a transformation of the Market Square and significant investment in a host of infrastructure projects that will reimagine our town centre for a new generation to live in, work in and enjoy.

    @NorthamptonBID

www.northamptonbid.co.uk

NORTHAMPTON



Kerry Reynolds
 BID Co-Chair
 Metro Bank



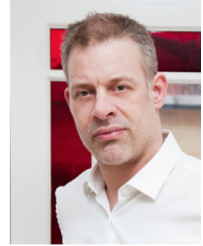
Andrea Smith
 BID Co-Chair
 Franklins Solicitors LLP



Brendan Bruder
 Abbey Ross Property Consultants



Andrew Cruden
 Market Square News



Jake Richardson
 The Richardsons Group



Sali Brown
 Chelton Brown



Cllr Jonathan Nunn
 West Northamptonshire Council



James Roberts
 Grosvenor Shopping Northampton



Dr Mark Cusiter
 University Of Northampton



Dan Roberts
 Cottons Accountants LLP



Alan Harland
 Alan K Harland, Project Development Consultants



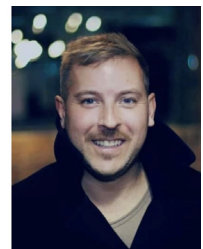
Ian Gardner
 The Cordwainer



Terry Steers
 St Giles Ale House



Gavin Willis
 Gavin Willis Creative Marketing Ltd



Wes Suter
 Steffans Jewellers

Like all organisations operating in a post-COVID world, the BID needs to continuously adapt and evolve, and to deliver things differently.

Pre-pandemic, our role focussed primarily on encouraging and enhancing footfall, and bringing businesses together to promote and celebrate. Clearly, as lockdown struck this had to change and we quickly pivoted to supporting businesses in other ways such as helping to secure grant funding and successfully lobbying for additional rate relief for businesses.

While the exact nature of our day-to-day dealings may have changed, the essence of our purpose has not. Our role has always been – and continues to be - to do everything we can to support all the businesses and organisations in Northampton town centre.

ON BID BOARD

Whether it's representing town centre businesses in discussions with local authority partners or organising family-friendly events to attract extra footfall into Northampton, the views and needs of our businesses are always front and central when it comes to shaping, creating and delivering our plan.

Many thanks to our BID Directors who volunteer their time to steer projects and events. If you too would like to get involved – and are interested in joining our board of directors or one of our working groups then please get in touch.

A massive thank you also to Kimberley our BID Project Executive and Balpreet and Chloe our BID Hosts, who have visited as many businesses as possible during this time, and for many of you will be the face of the BID. We also extend our thanks to our previous Host Bailey Earl who left us for a new challenge earlier in the year.



The BID Team

Mark Mullen is the BID Operations Manager and is supported by BID Project Support Executive Kimberley Herbert and BID Hosts Balpreet and Chloe.



Mark Mullen
Operations Manager



Kimberley Herbert
Project Support Executive



Chloe
Host



Balpreet
Host

BUSINESS SUPPORT



**Providing
businesses
with all they
need to
build back
better**

As our businesses continue to rebuild from the inevitable impact of the pandemic, the BID has been there for them throughout to support in any way we can. From helping with day-to-day essentials such as social distancing signage to pointing them in the direction of the latest Government guidance, our team has been on hand to assist.

Communication has been key, with our Hosts getting out and about to speak to business owners as often as possible and a consistent supply of regular business updates delivered digitally.

THIS INCLUDES:

- eBulletins with advice and useful information.
- Downloadable Business Support Guides providing access to latest announcements, grants and initiatives
- Social media messaging – a mix of advice, promotions and information for businesses and the public, to highlight business stories, forthcoming events and share COVID-19 announcements.
- TV, radio and newspaper interviews, to raise the town centre's profile locally and regionally.

Relationships with the local media were enhanced greatly in 2021/22, with notable positive coverage achieved in the Chronicle & Echo (three front page stories), regular interviews on BBC Radio Northampton and coverage on BBC Look East and ITV Anglia news bulletins.

The BID's website went from strength-to-strength in the past year, with a dedicated online business directory proving an invaluable resource for visitors to our town centre and the 'Shop Local Showcase' highlighting unmissable offers from our retailers.

The BID was also a finalist in the Best Marketing Campaign category of the Northamptonshire Business Awards for our efforts to encourage visitors back into the town centre following the easing of COVID restrictions.

PARTNERSHIP WORKING



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

- The BID has worked closely with West Northamptonshire Council, Northampton Town Council, Northamptonshire Police 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.
- The BID has been working closely with the Northampton Forward team to help oversee planned redevelopment of our town centre as part of a £25million investment from the Government's Towns Fund, including work on the Market Square and a number of other public realm projects.

CRIME AND SAFETY

- Launch of 'Cops Adopt A Shop' scheme giving retailers the chance to build a relationship with a named contact at Northamptonshire Police who will keep in regular contact over any concerns they may have.
- Daily patrols by the Hosts, with security checks on premises
- Business crime updates, included in BID eBulletins and available to view online
- Regular briefings with Northamptonshire Police and partners at Northampton Town Council and West Northamptonshire Council.
- Continued use of the BID's Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) – a bespoke crime and anti-social behaviour intelligence sharing app 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



NORTHAMPTON - A GREAT PLACE

A 'ROARSOME' TRIP BACK IN TIME

The dinosaurs came to Northampton town centre on Saturday, July 24, as part of a free event to launch three weeks of Jurassic-themed family activities and offers, including a **Dino Trail** augmented reality app, **Dino Diner Meal Deals** and an interactive **Dino Dome** experience.

The event was the first to be staged by the BID as part of a refreshed calendar of activities to coincide with the relaxing of COVID-19 restrictions and saw thousands of families flock to the town centre to join in the fun.



MUSIC FESTIVAL HITS THE RIGHT NOTE



Town centre streets were transformed into a hive of live music in September, with hundreds of performers showcasing their talents across multiple stages as part of the 2021 Northampton Music Festival. The Festival celebrated Northampton's rich music culture and gave up to 600 musicians and artists the chance to play in front of a home town crowd.

ART TRAIL SHOWS TOWN'S PROUD HISTORY



Vinyl window displays charting scenes from the rich history of Northampton were installed in vacant shop units in the town centre to enhance the visitor experience.

The murals were originally designed by the renowned theatrical designer Thomas Osborne Robinson and displayed in the Grosvenor Centre from 1976 to 1999. They were subsequently presented to the University of Northampton on indefinite loan following the Centre's redevelopment in 1999 and were bought back to life by the BID.

The displays formed an 'art trail' around the town centre, across six vacant units to improve the look and feel of the town's main shopping streets.

PLACE TO BE – helping our visitors

RECRUITMENT FAIR WAS 'JUST THE JOB'

A BID-backed recruitment event held in Northampton town centre proved to be 'just the job' for anyone looking for work in time for Christmas. The jobs fair matched jobseekers with vacancies at a number of companies in and around the town. Employers including A-Plan Insurance, Nationwide and Northamptonshire Fire and Rescue Service were able to meet and discuss potential opportunities with candidates.

TIDY DAYS CLEAN UP TOWN CENTRE



Two dedicated 'tidy days' saw businesses, town centre leaders and an army of volunteers team up to collect dozens of bags of rubbish and help keep Northampton town centre looking its best.

The concerted clean-up campaign - organised by the BID - saw business owners encouraged to transform the look of their workplace and make shops, cafes, restaurants even more welcoming to visitors to the town centre. They were joined by volunteers from the Northants Litter Wombles, Mayor of Northampton Cllr Rufia Ashraf and representatives from West Northamptonshire Council and Northampton Town Council.

CHRISTMAS CAMPAIGN TURNS TOWN INTO WINTER WONDERLAND

A highly successful Christmas campaign saw shoppers return to Northampton to celebrate the festive season. A range of events and promotions took place, including the ever-popular **Golden Ticket** giveaway, which saw four shoppers walk away with £500 in vouchers to spend in the town.

More than £800 was raised for the Mayor's charity through the BID's own **Santa's Grotto** in Grosvenor Shopping while a competition to find the town centre's best **window display** achieved an incredible reach of over 100,000 on social media.

The BID partnered with NLive Radio to launch a round-the-clock Christmas radio station playing festive songs and offering all businesses **free advertising** slots while the BID worked alongside Northampton Town Council and West Northamptonshire to deliver seasonal promotions including the returning Frost Fair, free parking initiatives and the Christmas lights display.



**A thank you from the BID's co-Chairs,
Andrea Smith (Franklins Solicitors)
and Kerry Reynolds (Metro Bank)**

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.

Northampton

TOWN CENTRE BID

For the businesses by the businesses

Your Business Improvement District

BID Financials 2021/2022

INCOME

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 2021/2022 the BID has worked with a total budget of £334,351. This is based on a levy contribution of £315,817 plus an additional £18,534 in grant funding.

The BID was also successful in attracting a further £206,088 in additional in-kind funding supplied through key partners and stakeholders to enhance projects and activities as well as the value of promotional support, electronically or physically obtained by our activity.

The following figures show the actual and committed expenditure for the current financial year to 31/03/2022:

FORTHCOMING PLANS

The BID is now one year into a five-year term and, over the course of the coming four years, we will continue to deliver in line with the objectives outlined in the BID Business Plan

EXPENDITURE	BUDGET (£)	ACTUAL COMMITTED (£)
Promotion	63,506	62,981
Experience	154,728	144,918
Business Growth and Investment	36,200	27,315
Central Admin and Overheads	30,973	33,248
Levy Collection Costs	10,500	10,500
BID Renewal	10,000	10,000
TOTAL	305,907	288,462

Unaudited accounts including estimated accruals as at December 2021

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. West Northamptonshire Council is contracted by Northampton Town Centre Business Improvement District (BID) to collect the levy on behalf of the BID.

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.westnorthants.gov.uk/business-rates/pay-business-rates
- Online by creating a new Payee West Northamptonshire 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 West Northamptonshire Council. Telephone 0300 330 7000 (Option 1 for Business Improvement District Levy)
Email: businessrates.nbc@westnorthants.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

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