

# Northampton TOWN CENTRE BID

For the businesses by the businesses

Christmas 2021

## FESTIVE PLANS UNVEILED AS TOWN CENTRE GETS SET FOR CHRISTMAS



We are aware that a successful Christmas period / Golden Quarter is pivotal to the success of a large majority of our businesses. With visitors eager to make the most of the holidays after effectively spending last Christmas in lockdown, the BID will deliver a compelling package of activities and opportunities for all businesses, to promote and celebrate Northampton town centre, enhancing the town centre experience and to build the reputation of Northampton as a great place to visit.

The next two months will see a vast range of activities aimed at encouraging and increasing footfall, with the BID working alongside key partners such as West Northamptonshire Council and the Town Council to stage a fabulous festive programme for all the family.

The ever-popular Golden Ticket competition will return, as well as the Christmas window competition, while the lights switch-on will be accompanied by a Santa's Grotto experience. A bespoke Christmas radio station will be created while the Frost Fair will return to the Market Square.

Full details of all the events lined up are included in this newsletter and a simple proforma is attached on the back page, giving you the chance to quickly and easily register your interest in any or all of the opportunities available to town centre businesses.

As ever, our BID Hosts are available should you need to ask any more questions, alternatively email us at [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)



@NorthamptonBID

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

## Newsletter



# GOLDEN TICKET GIVES SHOPPERS CHANCE TO 'WIN CHRISTMAS'

Visitors are being given the opportunity to 'Win Your Christmas' by taking part in this year's Golden Ticket givaway.

Four lucky winners will each win £500 as part of the £2,000 prize fund, simply by hand-posting an entry ticket into special BID post boxes found in shops and businesses in the town centre.

The Golden Ticket campaign will be launched at the town's Fireworks night, on Saturday, 6 November, and will encourage people to 'shop local' this Christmas and support Northampton businesses, with the added incentive of a cash prize to spend in town centre shops and businesses of their choice.

First held in 2014, the competition has proven popular – with thousands of entries every year. Businesses are encouraged to distribute the Golden Tickets to their customers and clients and talk up the promotion. There is obviously a chance that the winner could be spending their vouchers in your business.

To take part, simply complete and return the proforma on the back page of this newsletter by **Friday 5th November** indicating your interest and our Hosts will deliver the tickets.

The draw for winners will take place on 11 December.

## Golden Ticket Christmas competition

Our Golden Ticket competition is back – your chance to win shopping vouchers to spend in the town centre.



For more info visit  
[www.northamptonbid.co.uk/christmas](http://www.northamptonbid.co.uk/christmas)



## POTENTIAL LATE-NIGHT SHOPPING EVENT

Northampton BID are seeking views from businesses to see whether there is support for a Late-Night Shopping Event. A late-night shopping event in Northampton town centre would give businesses the chance to extend their opening hours and attract shoppers looking for last-minute Christmas gifts.

For the event to be viable to the public, the majority of shops would need to commit to being open until 8pm on Thursday 16 December. The deadline for business response to this proposal is Friday 5th November so that plans and promotion can be put in place.

Please respond directly to our online poll at <https://bit.ly/3v6sQTy>, email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or complete and return the proforma on the back page of this newsletter by **Friday 5th November**.

## DATES FOR YOUR DIARY THIS CHRISTMAS

**Saturday, 6 November :** Golden Ticket Launch at Fireworks Night celebrations

**Saturday, 20 November:** Christmas Lights switch-on and launch of Santa's Grotto

**Sunday, 28 November:** Frost Fair in the Market Square

**Wednesday, 1 December:** Launch of NLive Christmas Radio station

**Wednesday, 1 December:** Public vote opens for Christmas Window competition

**Saturday, 4 December:** Small Business Saturday

**Saturday/Sunday 4/5 December:** Santa's Grotto

**Saturday 11 December:** Golden Ticket winners announced

**Saturday/Sunday 11/12 December:** Santa's Grotto

**Thursday, 16 December:** Late night shopping event

**Saturday/Sunday 18/19 December:** Santa's Grotto

**Saturday 18 December:** Christmas Windows Winners announced

**Monday, 20 December to Thursday, 23 December:** Santa's Grotto

Are you up for a Christmas challenge? We are calling on businesses to pull out all the stops and 'go for it' in our annual Christmas window competition.

We want to make sure Northampton town centre is looking its absolute best this Christmas and there's no better way to get ready for Santa than turning your shop window into a winter wonderland full of festive cheer.

We will be organising both a public vote via Facebook and an independent judging panel to come up with a range of winners as we celebrate the best of the best.

This is your chance to get creative and showcase your business, standing out from the crowd and bringing in extra footfall this Christmas while benefitting from increased exposure from press coverage, social media and other digital channels.

Windows will need to be dressed by 26 November ahead of a visit by a professional photographer, with a public vote getting underway on 1 December and the winners announced on 18 December.

Businesses can submit details by completing the proforma on the back page, emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or by speaking directly to our BID Hosts by Friday 5th November.

# GIVE YOUR WINDOW THE WOW FACTOR



## VISIT OUR SANTA'S GROTTO



No Christmas is complete without a visit to Father Christmas and the BID is delighted to be bringing Santa's Grotto to Grosvenor Shopping Northampton this festive season.

Families with children up to the age of 10 will be able to visit the Grotto at the town's lights switch-on on 20 November and then from 10.30am to 4pm every Saturday and Sunday in December prior to Christmas, as well weekdays from Monday, 20 December to Thursday, 23 December.

Businesses will be able to provide promotional leaflets, vouchers and goodies to create promotional packs to be given away in the Grotto.

Businesses also have the opportunity to sponsor the Grotto on selected days, helping to encourage extra footfall to your business both physically and on your social media channels and website.

To discuss sponsorship opportunities in further detail, please email Operations Manager Mark Mullen at [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)



Businesses can submit details by completing the proforma on the back page, emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or by speaking directly to our BID Hosts by **Friday 5th November.**



# GET SET FOR THE BIG SWITCH ON!

Northampton town centre will once again be shining bright this Christmas with its display of festive lights.

The BID continues to provide additional Christmas lighting in the town centre, including lamppost motifs on St Giles Terrace, Wellington Street, College Street and tree lighting within All Saints Church.

Hundreds of extra visitors are expected in town for the big switch-on on Saturday, 20 November with accompanying entertainment.



# FROST FAIR RETURNS TO MARKET SQUARE

The Frost Fair will be returning to Northampton's Market Square between 11am and 4pm on Sunday 28 November along with a parade, giving shoppers the chance to pick up some extra special Christmas gifts. Organised by West Northamptonshire Council, the event is aiming to celebrate the town's creative makers, artists and traders and promote their unique or seasonal offer, including food, drink, arts, and crafts.

The Christmas-themed market will provide a festive showcase of the town's local producers and crafters during December's busy shopping period, bringing extra footfall into the town centre. Town Centre Businesses have the opportunity to hold a stall. Please visit [www.northampton.gov.uk/forms/form/190/en/market-request](http://www.northampton.gov.uk/forms/form/190/en/market-request) to express your interest. Businesses will be charged £20 per stand.



# SHOP LOCAL SHOWCASE

The 'Shop Local Showcase' section of the BID website is the perfect platform for businesses to shout out about Christmas activities, offers and promotions.



It's a free opportunity to advertise your business and get extra sales as a benefit of the promotion, encouraging Christmas shoppers to visit you this festive season.

Businesses can submit details by completing the proforma on the back page, emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or by speaking directly to our BID Hosts by **Friday 5th November**.

## FESTIVE RADIO READY TO HIT THE AIRWAVES



**NLive  
Radio**

A 24-hour Christmas radio station dedicated to Northampton will be hitting the airwaves this December. Operated by NLive Radio, and sponsored by the BID, the digital station will be playing back-to-back Christmas songs from within the University of Northampton, Grosvenor Shopping and multiple town centre businesses and will be promoted to 14,000 current weekly listeners of the main station.

Businesses will have the opportunity to provide a free fully tailored 10 second sound clip, either promoting a promotional message or a generic Christmas message. An advert will be played every other song. Businesses will be encouraged to stream the station in their premises, therefore promoting the town, themselves and each other.

Businesses can submit details by completing the proforma on the back page, emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or by speaking directly to our BID Hosts by **Friday 5th November**.

## SMALL BUSINESS SATURDAY



Small Business Saturday is back for another year, giving our town centre businesses the ideal opportunity to promote themselves to a wider audience. Taking place on Saturday, 4 December the event shines a spotlight on the work of small businesses up and down the country.

The BID is giving small businesses in Northampton town centre the chance to have a photo with our specially designed selfie board which we will promote across our social media channels.

The social media campaign starts on 29 November in the build-up to the big day. If you want to get involved and promote your business as part of this high-profile national campaign, please submit details by completing the proforma on the back page, emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or by speaking directly to our BID Hosts by **Friday 5th November**.



## 'NOW LET'S KEEP IT TIDY'

Businesses, town centre leaders and an army of volunteers have issued a challenge to keep Northampton town centre looking its best, after collecting more than half a tonne of litter in one morning – the equivalent to a thoroughbred racehorse or a Highland cow.

The BID's concerted clean-up campaign 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 – with almost 50 people collecting more than 100 bags of rubbish from known litter hot spots around the town centre.

The dedicated 'tidy day' formed part of a series of projects to smarten up the town, encouraging all business owners to take pride in their premises and get Northampton looking its best.

The BID is now working with partners to encourage a more strategic and joined up approach to addressing the issue of cleanliness and litter in our town.



## COMMISSIONER'S Q&A WITH THE BID PROMPTS POSITIVE ACTION

Following on from the BID's meeting with Northamptonshire Police, Fire and Crime Commissioner Stephen Mold, the following outcomes have been agreed:

- Police resource to be reviewed along with incidents resulting in re-deployments.
- Increased levels of business engagements by officers.
- Officers to actively use town centre radios.
- Businesses to be advised of changes in response gradings which result in a slower response time.
- Endorsement of NTARS and NRCI as recognised methods of business reporting and officers encouraged to use.
- Further/regular meetings to be held with West LPA command team, comprising Chief Superintendent Ashley Tuckley, Superintendent Kev Mulligan and Chief Inspector Rachel Handford.



## NORTHAMPTON FORWARD BOARD UPDATE

The BID continue to provide strategic support and business representation within the Northampton Forward Board. The BID will be instrumental within business consultation process and sessions will be arranged at the earliest opportunity to share details.



# THE 'PRIDE' OF NORTHAMPTON



Hundreds of people flocked to the town centre to enjoy an 'overwhelmingly positive' day of activities as part of Northampton Pride. The Pride Parade began at the top of Abington Street before making its way to the Market Square, where a minute of noise opened the event.

Representatives of organisations including Northamptonshire Police, the University of Northampton and Northamptonshire Fire & Rescue Service were on hand to take part in the fun, with significant extra footfall reported in the town as a result of the parade.

The BID sponsored the event by the provision of a street performer.



## GOOGLE GARAGE BOOST FOR BUSINESSES

Town centre businesses have turbocharged their digital presence thanks to a series of webinars and online masterclasses held by the BID in partnership with Google.

The sessions held so far have covered topics including **'How to Get your Business Visible on Google'** and **'Getting Started with Digital Advertising'** while future topics include **'Getting Started with Analytics'**. For more details of the free sessions visit [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk)



## MUSIC FESTIVAL BACK ON TRACK



The BID was a main sponsor again for this year's Northampton Music Festival.

Having been forced to take a year off due to the pandemic, the festival made a triumphant return with dozens of musicians performing across six stages in the town centre and there was also a series of 'pop-up' acoustic performances at a number of venues.



# Your Business Improvement District

# Northampton TOWN CENTRE BID

For the businesses by the businesses

Dear BID Business,

Email: [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

To express your interest in the Christmas projects mentioned in our newsletter, please return with the following information

Post: **Northampton Town Centre BID, CAB Offices, 4th Floor Town Centre House, 7-8 Mercers Row, Northampton, NN1 2QL**

or simply hand to a **BID Host** by **Friday 5th November**.

Business Name	Franklins Solicitors LLP
Business Address	8 Castilian Street, Northampton, NN1 1JX
Contact Name	Rosanna Stimson
Contact Number	01908 545100
Contact Email	<a href="mailto:rosanna.stimson@franklins-sols.co.uk">rosanna.stimson@franklins-sols.co.uk</a>

Please tick the projects you are interested in below

Project	Opportunity	Please tick
Late-night Shopping	I can confirm that my business will be opening until 8pm on Thursday 16th December in support of a late-night shopping event. <i>I acknowledge that I will be emailed directly if majority support is not obtained resulting in this event no longer taking place.</i>	
Christmas Window Competition	My business will enter this with a window display ready for 26 November	TBC
NLive Christmas Radio Advert	My business would like to have a free radio advert. <i>I understand that NLive will contact me direct to create this advert</i>	✓
Santa's Grotto	My business will provide some printed materials/literature for visitors to the Grotto, and this will be ready to collect the week commencing 15 November	✓
	My business would like to sponsor the grotto for a day and I understand that I will be contacted by the BID Team to discuss the opportunities.	
Golden Ticket	My business would like to distribute Golden Tickets to our customers and understand that the BID Hosts will drop a supply off to me before the 7 November	small quantity please ✓
Shop Local Showcase <i>This promotion is on-going and businesses are encouraged to send us numerous contents for us to promote. Details will be promoted using the BID website and social media. No further permissions will be sought</i>	My business would like to be featured in the FREE Shop Local Showcase on <a href="http://www.discovernorthampton.co.uk/christmas">www.discovernorthampton.co.uk/christmas</a> and on the BID social media and I will take responsibility for supplying information (copy and images) of planned promotions, activities, or news stories to <a href="mailto:info@northamptonbid.co.uk">info@northamptonbid.co.uk</a>	

For further information, please visit [www.discovernorthampton.co.uk/christmas](http://www.discovernorthampton.co.uk/christmas)  
To discuss any of these projects further, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or call **01604 837766**.

**Northampton Town Centre Ltd**  
CAB Offices, 4th Floor Town Centre House,  
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