

TOWN CENTRE SPRINGS INTO ACTION

Spring has well and truly sprung in Northampton and the town centre is all set for a packed programme of events in the coming months.

2022 is well on track to be one of the BID's busiest years yet with a wave of activities scheduled to attract visitors into the town centre and support our businesses.

We have already seen hundreds of families take part in the brilliant Paw Patrol trail, held in association with BRICKLIVE and we have heard from dozens of businesses who benefitted from the extra footfall.

Our next major event sees the return of the dinosaurs, building on the success of last year's incredible display with even more of the giant beasts set to descend on the town centre on **Saturday, April 23**. Once again, we look forward to seeing thousands of families in the town enjoying the show and discovering the businesses we have here in Northampton.

As always, we are working hard with partner organisations such as West Northamptonshire Council, Northampton Town Council, Grosvenor Shopping Northampton and Northamptonshire Police to enhance the visitor experience and we look forward to seeing the results of that work come to the fore this summer.



PAW PATROL TRAIL



PAW Patrol fans were able to meet their favourite characters as Northampton town centre hosted an amazing 'trail' of sculptures from the hit show.

The town centre hosted up to 21 models including favourite characters and buildings from the popular Nick Jr. show, presented and built by BRICKLIVE. Thousands of families joined in the search and found the brightly coloured toy brick models with characters including Chase, Marshall, Skye and the gang all waiting to be discovered in and around the town centre.

During the two-week event, which ran from **Saturday, March 12 to Sunday, March 27**, visitors could collect a trail-map and answer questions based on each of the models to be in with a chance of winning one of four £50 vouchers to spend in town centre businesses. The pups ranged in size from 75cm to 120cm high while the trail also featured a two-metre-tall lookout tower using over 65,000 bricks. Families could also pose for a selfie in Marshall's fire truck – made up of a whopping 141,000 bricks.

HAILED A HIT



A paid promotion for the event on the BID's Facebook page achieved a reach of more than 40,000 people and attracted 7,000 engagements.

Among the hundreds of positive comments, Angel Ksyusha said: "My daughter Amelia and I enjoyed our town walk. Amelia has been a big fan of Paw Patrol since she was two years old so thank you for this lovely experience."

Kate Barrett added: "My four-year-old Olivia loved the chance to see all the models and thought they were absolutely brilliant. We discovered some lovely little businesses we didn't even know existed and will definitely be back in the future."

This project was funded by West Northamptonshire Council, through the Welcome Back Fund and supported by Grosvenor Shopping Northampton.

MAY THE TOYS BE WITH YOU!

Town centre retailers joined in the fun and helped with Northampton Museum & Art Gallery's latest marketing campaign, by signing up to have a photo taken with a Star Wars character carrying out everyday tasks in their business.

These photos will be used to help promote their summer exhibition of 'May The Toys Be With You' comprising one of the UK's largest touring collections of Star Wars toys and memorabilia.

THE DINOSAURS ARE BACK!



Europe's biggest T Rex is returning to Northampton town centre, and he's bringing a whole host of new friends with him.

Following in the giant footsteps of last summer's hugely popular dinosaur festival, the Jurassic beasts will be returning for one day only on **Saturday, April 23.**

Ritchie the Raptor, Zeus the T Rex and Tank the Triceratops will once again be appearing in Market Square and Abington Street, with a host of activities lined up for young adventurers including an augmented reality Dino Trail available through the Explore Northampton app – giving families the chance to hunt down 10 friendly dinosaurs hidden around the town centre and grab a selfie with their favourite.

Footfall figures revealed a 42% week-on-week increase in visitors to the Market Square for last summer's showpiece event and a 27% 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.

The free family fun day will be held from **11am to 4pm on Saturday, April 23.**

There will also be a prize draw for the opportunity to win one of two family tickets for the Jurassic Earth performance at the Deco theatre on **Saturday, July 30.** Entries must be made in person on the day by downloading the entry form from the BID website and posting into the post box located in Grosvenor Shopping.



BE A PRIDE PARTNER

Northampton Pride 2022 will take place on **Sunday, 26 June.** There are a number of sponsorship opportunities available for town centre businesses.

If you would like more information, or to discuss a tailored sponsorship package - please contact info@northamptonbid.co.uk



PLANS IN PLACE FOR JUBILEE WEEKEND



THE QUEEN'S
PLATINUM JUBILEE
BEACON TRAIL
30TH APRIL - 12TH JUNE 2022

Planning is well underway for Jubilee weekend in **June (2-6)**, with a number of events due to take place in and around Northampton town centre. Among the highlights will be a picnic-style community lunch at Delapre Abbey and the lighting of a number of beacons at local landmarks such as the Northampton Lift Tower.

The BID has partnered with High Street Safari to run a free, family story-trail in the town centre. The unique 'geogame' experience includes a choose-your-own storybook, Pokemon Go-style augmented reality characters and educational content on The Queen's historic 70-year reign.

CARNIVAL PROCESSION WILL BE 'SPECTACULAR'

This year's Northampton Carnival will take place on **Saturday, June 11** and organisers have promised a 'spectacular' procession of floats featuring dozens of community groups. The theme this year is "Summer of Jubilation" - chosen to give hope and the opportunity for everyone to come together and celebrate.

For more information visit
<https://northamptoncarnival.co.uk/>



STAGE IS SET FOR MUSIC FESTIVAL



Talented performers from across the county will once again take to the stage in the town centre for this year's Northampton Music Festival, with organisers curating a line-up that showcases the very best in local musicians. Multiple stages will be available throughout the town centre on **Sunday, June 19**, with thousands of visitors coming into the area for the event.

For more details visit
<https://www.discovernorthampton.co.uk/northampton-music-festival-2022/>



KNIFE ANGEL IS COMING TO TOWN

The Knife Angel will be in Northampton's All Saints Plaza from **Thursday, April 28 to Saturday, May 14**. The exhibition has been booked by C2C Social Action, a charity that offers pastoral care to offenders, and is supported by West Northamptonshire Council, Northamptonshire Police and the Office of the Police, Fire and Crime Commissioner.

The Knife Angel's arrival, under the 'Save a Life, Surrender your Knife' campaign, aims to spearhead change and ensure there is more focus on:

- **Early intervention**
- **Awareness raising**
- **Education**

The statue, created by artist Alfie Bradley, is made of over 100,000 knives collected at knife amnesties and is a vehicle to voice the concerns of the nation, its communities, families, and the victims that have tragically been affected.

During this period, many events and activities will be arranged with the aim of the Knife Angel leaving a positive legacy.

As part of this, West Northamptonshire Community Safety Partnership is offering free Bleed Control Training to all businesses. The training will enable participants to understand the importance of treating major bleeds, use the contents of bleed kits and how to improvise if they are not available.

This training will take place at The Guildhall on **Wednesday, May 11 from 2.30pm to 6pm and 6pm to 8pm.**

Places are limited to
50 for each session
so book early by
visiting



TOWN CENTRE TIDIED FOR GREAT BRITISH SPRING CLEAN



Businesses in Northampton helped spruce up town centre streets as part of a dedicated tidy day held to mark the Great British Spring Clean.

The concerted clean-up campaign on **Monday, April 4** saw business owners brave the rain to team up with volunteers to get the town centre looking its best and make it even more appealing to visitors.

It formed part of an ongoing series of projects to tidy up Northampton town centre and saw a total of 56 bags of rubbish collected. Thanks to Archway Developments and Cafe Track for providing refreshments on the day.

The BID is continuing to push for a wider anti-littering campaign and a working group is now being formed to progress this further.

RECRUITMENT FAIR IS JUST THE JOB

A BID jobs fair held in Grosvenor Shopping Northampton has helped match employers with jobseekers as part of an ongoing plan to fill vacancies in town centre businesses.

The event formed part of a drive to boost employment in the town and help companies find the perfect candidate to fill gaps in their workforce.

Employers taking part included Metro Bank, Lush, Nationwide, Commsortia and Northamptonshire Police while representatives of the West Northamptonshire Council Job Club were also on hand. Two further BID Jobs Fairs will be held on **1st July and 21st October**.



POLICE PARTNERSHIP HAVING AN IMPACT



Town centre retailers continue to benefit from the BID's partnership with Northamptonshire Police as part of the 'Cops Adopt A Shop' scheme. Dozens of businesses now have a dedicated officer assigned to them as part of the scheme, with regular dialogue to help safeguard staff and reduce shoplifting and anti-social behaviour.

The scheme, coupled with the ongoing impact of NTARS, is helping to make a difference to crime rates in the town centre and improve the visitor experience. The scheme is free for all BID levy-paying members. For details on how to sign up visit

<https://www.discovernorthampton.co.uk/ntars-2/>

DIGITAL ACADEMY

SPRING PROGRAMME

ON ZOOM



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| WEDNESDAY APRIL 13 11AM - 12PM | 'SOCIAL ADS - WHAT THEY ARE AND HOW THEY CAN HELP DRIVE CUSTOM' DAVE WILLIAMS, FOUNDER @ ONEFOURSIX |
| THURSDAY APRIL 21 10AM - 11AM | 'HOW TO NAIL YOUR KEY MESSAGES AND TONE OF VOICE ON SOCIAL MEDIA' KIM HUGHES, DIRECTOR @ GOLDINGS COMMUNICATIONS |
| TUESDAY APRIL 26 11AM - 12PM | '11 TIKTOK TIPS YOU NEED TO KNOW' RHIAN WILLIAMS, FREELANCE PUBLIC RELATIONS AND MARKETING CONSULTANT |
| THURSDAY MAY 19 11AM - 12PM | 'THE SASSY GUIDE TO SOCIAL MEDIA' KARINA SCOTT, OWNER @ GIRL ABOUT SOCIAL |
| WEDNESDAY MAY 25 10AM - 11AM | 'THE ABCS TO CREATE A CONSISTENT BRAND WITH CANVA' MARIE-LOUISE O'NEILL, FOUNDER @ LOVELY EVOLUTION |

Digital Academy sessions proving popular

The BID's spring programme of online workshops under the banner of the 'Digital Academy' is proving popular with businesses looking to supercharge their marketing skills.

A series of free webinars, covering topics including PR, social media, SEO and graphic design, is taking place over the coming weeks, featuring expert advice from a panel of carefully selected local businesses.

Visit <https://www.discovernorthampton.co.uk/digital-academy/> for more details and to book your place.

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 to make sure you receive these or to speak to the BID team.

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