

Embracing the changes of a town centre *reimagined* for a new generation



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Our town centre is evolving at a rapid pace, and Northampton BID continues to represent the voice of businesses as we manage that change and embrace the opportunities it provides.

There is a renewed sense of optimism around the town as we prepare to embark on a period of significant investment, with the transformation of the Market Square and a host of infrastructure projects that will reimagine our town centre.

The BID, in the second year of its current five-year term, has been a key partner in ensuring these changes are made with the businesses in mind and any disruption is kept to a minimum during the multiple phases of work due to be carried out over the next two years.

By working closely with key strategic partners we have built a series of strong relationships to give our businesses the benefit of a robust network all working with one common goal – to create a town centre fit for a new generation to live in, work in and enjoy.

The past year has seen the BID embark on its biggest-ever programme of events and activities designed to encourage families to visit Northampton and support their best-loved retailers, hospitality venues and attractions.

We're looking forward to the challenges that lay ahead and cannot wait to play our part in delivering an exciting new-look town centre for our businesses and visitors alike.

Northampton BID board

The board of Northampton BID is proud to represent the businesses of our vibrant town centre and we do everything we can to support these organisations and help you to flourish.

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 our BID Project Executive Kimberley and Balpreet and Chloe our BID Hosts. For many of you they are the face of the BID and they continue to visit as many businesses as possible to discuss forthcoming events and address any issues.



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



Ian Gardner
The Cordwainer



Dr Mark Cusiter
University Of
Northampton



Dan Roberts
Cottons Accountants LLP



Gavin Willis
Gavin Willis Creative
Marketing Ltd



Pitesh Mistry
Primark



James Tarry
Cheyne Walk Club



Simon Smith
Park Inn



Chris Evans
Royal and Derngate



Tom Litchfield
Grosvenor Shopping

The BID team

Northampton BID is project managed by Partnerships for Better Business Ltd, who employ Mark Mullen as BID Operations and Kimberly Herbert as BID Project Executive. The BID Hosts, Balpreet and Chloe, are employed directly by Northampton Town Centre Ltd.



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BID Teams Stats

-  2546 Business Interactions
-  204 Ambassadorial
(thousands when taking in the events)
-  817 Street Reports
-  39 ASB Incidents
-  11 First Aid

Business Support (Objective 3 – Business Growth and Investment)

As our businesses continue to rebuild from the impact of COVID lockdowns, the energy crisis and continued financial uncertainty, the BID remains steadfast in its support and we are determined to help in any way we can.

Communication is key, with our Hosts (Objective 2 – Experience) 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 (Objective 1 – Promotion):

- eBulletins with the latest news, opportunities, advice and useful information.
- Social media messaging – a mix of promotions and information for businesses and the public, to highlight business stories, new business openings, forthcoming events and share news from key partners.
- TV, radio and newspaper interviews, to raise the town centre's profile locally and regionally.
- Relationships with the local media were enhanced greatly in 2022, with notable positive coverage achieved including multiple front pages in the Chronicle & Echo, regular interviews on BBC Radio Northampton and coverage on BBC Look East and ITV Anglia news bulletins.
- We also engaged in official partnerships on set projects, working closely with BBC Radio Northampton on the Sixties Celebration event and with the Chronicle & Echo on the Town Centre Tanners campaign.



53 offers



Over 340 offers redeemed



Providing businesses with everything they need to thrive!



Partnership working (Objective 3 - Business Growth and Investment)

Working in partnership is key to the success of any town or city centre and in Northampton this is something that has gone from strength-to-strength in the past year.

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 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 (Objective 2 - Experience)

- Having voiced the concerns of businesses over a perceived shortage of police officers in the town centre, we have worked closely with Northamptonshire Police to ensure a significant increase in the number of officers working in the BID area.
- Relaunch 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'.




Northampton – A great place to be – helping our visitors (Objective 2 - Experience)

Dinosaurs get a raptor-ous reception

The dinosaurs returned to Northampton in April as part of a free event that saw thousands of families flock to the town centre to join in the fun.



 Week-on-week footfall in the Market Square was **up 26%**

 **52% rise** in occupancy levels in the Grosvenor Centre and Mayorhold car parks.

Town centre swings to the sounds of the sixties

Hundreds of revellers enjoyed a magical mystery tour celebrating music, culture and memories which saw the town centre swing to the sounds of the sixties. The 60s Celebration event saw one of the UK's leading Beatles tribute acts headline the main stage in the Market Square while businesses around the town centre made the most of a bumper day of trading thanks to the huge crowds. The Counterfeit Beatles performed the iconic band's biggest hits from the decade, while BBC Radio Northampton presenter Bernie Keith treated crowds to an hour-long DJ set.



Over 60 supporting businesses and stakeholders



Around 6000 people in attendance

Paw Patrol trail hailed a hit

A town centre trail featuring characters from the hit children's show Paw Patrol saw 21 brick models installed in shops and businesses around the town centre, encouraging thousands of families to visit Northampton to see the sculptures and enter a competition to win high street vouchers. Families were able to join the search and find the brightly coloured toy brick models, presented and built by BRICKLIVE, with characters including Chase, Marshall, Skye and the gang all waiting to be found in and around the town centre.



4,000 maps issued



380 entries



7.5% increase in daily footfall



Christmas campaign turns town into winter wonderland (Objective 2 - Experience)

A highly successful Christmas campaign saw shoppers celebrate the festive season in Northampton. A range of events and promotions took place, including the 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 Northants Food Reach through the BID's own Santa's Grotto in Grosvenor Shopping while 'mischievous elves' took over window displays in shops and businesses around the town centre. 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 Council to deliver a host of seasonal promotions including the Christmas lights display.



Music festival hits the right note (Objective 2 - Experience)

Town centre streets were transformed into a hive of live music in June, with hundreds of performers showcasing their talents across multiple stages as part of the 2022 Northampton Music Festival. The Festival celebrated Northampton's rich music culture and gave hundreds of musicians and artists the chance to play in front of a home town crowd.

Recruitment fairs proved 'just the job' (Objective 3 - Business Growth and Investment)

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

Tidy Days clean up town centre (Objective 2 - Experience)

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.

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.

BID Financials 2022/2023

Income: Over the year 2022/23 (as of February 2023) £283730 was collected for levy across all BID years.

£1000 was received as match funding for the time lapse video.

£2800 from Community Foundation and £5000 from Northampton Town Council in support of the 60's event.

In addition, Northampton Town Centre BID has been successful in leveraging in an additional £312000 as kind and voluntary support as match funding.

The variance in expenditure to budget relates to prepayment made in prior year for Dinosaur event.

Final audited accounts will be available at the AGM in September 2023.

*Actual and Estimated expenditure as of January 2023 for the year to 31 March 2023.

EXPENDITURE*	BUDGET (£)	ACTUAL COMMITTED (£)
Objective 1 - Promotion	68,727	75,000
Objective 2 - Experience	191,287	172,713
Objective 3 - Business Growth and Investment	36,700	29,499
Central Admin and Overheads	40,454	35,792
Levy Collection Costs	11,000	11,000
BID Renewal Accrual	10,000	10,000
TOTAL	358,168	334,004

The BID will continue to work to deliver next year's projects in line with the BID Business Plan objectives.

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 20-17-68 account number 70509035. If you have any questions regarding your levy payment, please contact the Business Rates office at West Northamptonshire Council.
- Telephone 0300 126 7000 (choose the option for Business Rates).

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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Northampton Town Centre Ltd

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